


Marketing Advisory Committee Agenda

Date: 02.28.2024

Time: 11:30 a.m. – 1:00 p.m.

Location: NTC Room A223 or Zoom
<https://ntc.zoom.us/j/84959623447>

AGENDA ITEMS	LED BY
<ul style="list-style-type: none"> • Welcome 	<ul style="list-style-type: none"> • Sal Cuomo, Chairperson
<ul style="list-style-type: none"> • Update and highlights from last Meeting (9.20.2023) 	
 <p>Marketing%20Adv% 20Comm%20Minute</p>	<ul style="list-style-type: none"> • Sal Cuomo
Industry Discussion	
<ul style="list-style-type: none"> • Trends and predictions • Skill and knowledge needed • Industry Challenges • Use of AI in the industry 	<ul style="list-style-type: none"> • All
Instruction Area/Program	
<ul style="list-style-type: none"> • How AI is being integrated into Marketing courses at NTC <ul style="list-style-type: none"> - Plans and resources we're continuing to research and use • Course Curriculum updates • Enrollment update 	<ul style="list-style-type: none"> • Dr. Amy Gajewski, Faculty • Yang Yee Xiong, Advisor
Other Items	
<ul style="list-style-type: none"> • Ideas on recruiting additional advisory committee members 	<ul style="list-style-type: none"> • Sal Cuomo
College-Wide Initiatives	
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Lisa Peterson, Associate Dean
Next meeting date & future agenda items	
<ul style="list-style-type: none"> • Possible dates for next meeting: Wednesday, September 18, 2024 11:30am to 1:00pm 	<ul style="list-style-type: none"> • All