

Department of Marketing
Supplemental Faculty Personnel Guidelines

Approved by the Department of Marketing Faculty on July 18, 2011

Department of Marketing Supplemental Faculty Personnel Guidelines

The Department of Marketing follows the Walker College of Business Faculty Personnel Guidelines. Department faculty should consult the college guidelines for specific information about the full range of activities for instruction, intellectual contribution and service and other specifics about tenure, promotion and annual review. This Supplemental Faculty Personnel Guidelines document clarifies and makes explicit some issues for the Department of Marketing.

Tenure –

Intellectual Contribution

Section I.B.2 (page 9) of the Walker College of Business guidelines states:

“Recognized accomplishment in intellectual contributions means a strong record of publications in refereed journals. Quality and quantity both matter. Other scholarly contributions (e.g., conference presentations and proceedings, book chapters, works in progress, awards of funded research grants, etc.) may provide support for the candidate’s commitment to research or potential for further contributions, but the primary focus in the tenure review is on the record of refereed journal articles. In addition to the record of publications, candidates bear the burden of clearly demonstrating that there is a reasonable expectation they:

- will maintain an on-going commitment to intellectual contributions,
- will produce a record of continuing refereed journal publications, and
- will remain “academically qualified” throughout their career.”

For the Department of Marketing “quality” publications are those as defined in the college’s document Standards for Faculty Sufficiency & Faculty Qualifications.

Teaching and Service

Section I.B.2 (page 8 and 9) of the Walker College of Business Faculty Personnel Guidelines establish criteria for recognized skill in teaching and recognized accomplishment in service for candidates attempting to qualify for tenure. These Guidelines state:

“Recognized skill in teaching means the candidate has attained teaching effectiveness. To earn the recommendation for tenure, candidates must demonstrate that they:

have attained teaching effectiveness, with evidence provided by meeting numerous *Examples of Performance Criteria in Instruction* as outlined in Section I.A.1, are committed to, and can reasonably be expected to, sustain teaching effectiveness.”

“Recognized accomplishment in service means the candidate has engaged in sufficient service activities to the institution, the profession, or the public to demonstrate his or her professional citizenship, and has demonstrated a willingness to participate in the affairs of the department, the college, the university, and the profession. Since junior faculty are expected to focus principally on attaining teaching excellence and a strong record of publications, the qualitative and quantitative aspects of the service record are less important than the inference it supports regarding the potential for future service as a senior colleague.”

The Department of Marketing recognizes and adheres to the guidelines established by the Walker College of Business Faculty Personnel Guidelines in the areas of teaching and service for faculty applying for tenure as the minimum level to meet to be granted tenure in the Department.

Instruction – Faculty Workload

Faculty workloads should meet the expectations for promotion and tenure as specified in the ASU Faculty Handbook, the WCOB Faculty Personnel Guidelines, and the respective departmental guidelines.

Section 1.D.1 (page 12) of the Walker College of Business guidelines state:

“The course load in the College of Business is 12 hours per semester. Three hours of reassigned time for intellectual contributions are granted to tenure-track faculty members making satisfactory progress toward tenure. Reassigned time is also available to tenured faculty members engaged in producing intellectual contributions at a sufficient level to maintain their “academically qualified” status as defined in AACSB standards and college guidelines.”

In the Department of Marketing to be granted reassigned time a faculty member must remain “academically qualified.” This standard requires that the faculty member has within the last five years (a) at least three refereed journal articles or (b) at least two refereed journal articles and two maintenance activities from the list in the COB Standards for Faculty Sufficiency & Faculty Qualification document. When it is determined that a faculty member does not meet the standards for “academically qualified” status as defined in the college guidelines, the faculty member will be notified at the annual review that the faculty member does not meet “academically qualified” status. The faculty member will be assigned a teaching load of 12 hours per semester. If the faculty member regains “academically qualified” status and is engaged in producing intellectual contributions at a level to maintain “academically qualified” status, three hours of reassigned time per semester would be available to the faculty member according to the college guidelines.

Annual Performance Standards for Faculty Intellectual Contribution

Sections I.D.2 (page 14) of the Walker College of Business guidelines state:

“To meet minimum expectations, performance evaluation in the area of intellectual contribution will be based on a faculty member’s tangible output in the most recent five-year period. Subject to these college guidelines, each department will set standards with regard to quality and quantity of intellectual contribution needed to meet minimum expectations. Department standards must be sufficiently rigorous to assure that a faculty member maintains his/her “academically qualified” status as defined in AACSB standards and college guidelines. Meeting annual minimum expectations in intellectual contribution is a necessary, but not sufficient, component in merit compensation, promotion, and tenure decisions.”

The Department of Marketing standard for “meeting minimum expectations” in the annual performance review is “academically qualified” status as defined in the college’s Standards for Faculty Sufficiency & Faculty Qualifications.

Service

Section I.D.3 (page 15) of the Walker College of Business guidelines state:

Each faculty member in the College of Business is expected to participate in the affairs and activities of the department, college, and university. Some examples of basic opportunities for participation include: (1) attending and participating constructively in the deliberations of departmental and general faculty meetings, (2) attending commencement and convocation ceremonies, (3) attending CEO Lecture Series activities, and (4) participating on an as-needed basis in other activities (i.e., Open House, Parents Weekend).

Department of Marketing faculty are expected to attend and fully participate in one commencement ceremony and one Open House/Parents Weekend event in an academic year. Marketing Department faculty are also encouraged to attend the Commencement, CEO Lecture Series and other activities on an as-needed basis.