

COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING
CLINICAL FACULTY POLICY AND PROCEDURES

Definition of Clinical Faculty

A Clinical Faculty member in the Department of Marketing (Marketing) is defined as an individual with a high level of clinical/professional expertise and demonstrated teaching skills, as reflected by currency in evidence-based and/or theory-based practice that is validated by the professional community.

Criteria for Appointment and Promotion of Clinical Faculty

1. Clinical Instructor

Appointment at the clinical instructor rank shall be made for an individual in disciplines for which a baccalaureate degree is the terminal professional degree. Such individuals must have a minimum of three years of clinical or professional experience and clear evidence of exceptional and current clinical expertise.

2. Clinical Assistant Professor

The clinical assistant professor rank will require a minimum of:

- a. A terminal degree in the field
- b. A minimum of three years of clinical or professional experience in the areas of the discipline in which the appointment is being made.
- c. Demonstrated competence in clinical teaching ability in the discipline.

3. Clinical Associate Professor

In addition to the qualifications required of a clinical assistant professor, the appointee shall ordinarily have had **a minimum of six (6) years of** experience in clinical or professional practice in a field of specialization.

4. Clinical Professor

In addition to the qualifications required of a clinical associate professor, the appointee shall have demonstrated a degree of excellence **for a minimum of ten (10) years of successful** clinical practice and teaching sufficient to establish an outstanding regional and national reputation within the relevant professional community.

5. Evaluation for promotion to a higher rank shall be made by the Department rank committee in accordance with the CBE Clinical Faculty document and the Department of Marketing Clinical Faculty Policies and Procedures.

Clinical Faculty Expectations

1. Clinical Faculty in Marketing are expected to provide learning experiences and supervision for students in their specialized practice areas as well as service that meets the goals of the Marketing Department.
2. Clinical Faculty in Marketing are expected to maintain a full time workload equivalent to eight course units per year including: teaching and advising as assigned by the Chair of the Marketing Department occupying no more than 75% of their time commitment, a majority of which will be in clinical/professional practice courses in clinical/professional programs.
3. Clinical Faculty in Marketing are expected to balance their remaining time commitment (25%) between scholarly activities, service to the department, and outreach to stakeholders in the areas of the Clinical Faculty's expertise and specialization. This time commitment will include maintaining a high level of expertise and currency in the fields of the Clinical Faculty member's teaching and specialization.
4. An acceptable allocation of clinical faculty's time may include:

Community/ Professional Engagement:

- Provide mentoring and/ or networking opportunities for student engagement among relevant stakeholders
- Maintaining a current professional certification or license
- Membership on a corporate or non-profit board of directors

- Position of leadership in a professional association
- Maintaining an active consulting practice deemed to be significant and related to teaching area
- Delivering executive education
- Speaking engagements to an external community or professional association
- Committee or task force for a professional association

Academic:

- Publication in a professional, practitioner, trade journal, or book or monograph
- Paper presentations at an academic or professional conference
- Panel discussant at an academic or professional conference
- Principal or secondary investigator in a research grant of any amount from external agencies
- Reviewer or editorial board of/for a journal or conference in the area of specialization
- Development of a new course or new degree program
- Meaningful participation in faculty development and continuing education programs with demonstrated pedagogical outcomes.

5. Marketing Department Clinical Faculty may participate as voting members in department matters relating to the academic programs in which they are involved, as specified by the Marketing Department PTRM document, except that Clinical Faculty may not participate in matters related to reappointment, tenure, or promotion of tenured and tenure-track faculty.

Search Process for Hiring Clinical Faculty

1. The search process for full-time Clinical Faculty shall follow the procedures as specified in Appendix 1 of the Art Policy, including for advertising, screening applications, and interviewing applicants.
2. The Marketing Department Clinical Faculty search committee shall consist of tenure and tenure-track members of the department, with special consideration given to inclusion of minority, female, and junior faculty representation.
3. Decision regarding hiring decisions shall be made jointly by the Department Clinical Faculty search committee and the Dean of the College.

Evaluation of Marketing Department Clinical Faculty (Merit and Reappointment)

1. Marketing Department Clinical Faculty shall have annual workload agreements (using the Annual Review Form) which are approved by the Chair of the Department and the Dean.
2. Marketing Department Clinical Faculty responsibilities as outlined in the COLLEGE OF BUSINESS AND ECONOMICS CLINICAL FACULTY POLICIES AND PROCEDURES document shall be used for evaluating satisfactory performance.
3. Marketing Department Clinical Faculty shall follow the standard promotion, tenure, reappointment, and merit calendar and process for workload documents, annual report forms, etc.
4. Marketing Department Clinical Faculty shall be evaluated for reappointment based on:
 - a. Evidence of department need, which may be influenced by the number of students in the program and area of specialty, and by the strategic direction of the Marketing Department.
 - b. Satisfactory performance in teaching (including advising), service with regard to community and professional engagement, and academic involvement.
 - c. Recommendation of the Department PTRM committee.
5. Marketing Department Clinical Faculty shall be evaluated for merit based on:
 - a. The number of students in the program and area of specialty, and by the strategic direction of the Marketing Department
 - b. Satisfactory performance in teaching (including advising), service with regard to community and professional engagement, and academic involvement.
6. Marketing Department Clinical Faculty shall be evaluated on teaching based on criteria and materials identified in the Marketing Department PTRM document.

7. Marketing Department Clinical Faculty shall be evaluated for academic and community engagement/ service based on: a) consistency with the objectives established in Annual Reviews, b) evidence of continuing currency and current expertise in the field associated with their clinical appointment, c) when appropriate, professional research or publication closely related to their clinical responsibilities, and d) providing mentoring and/ or networking opportunities for students among relevant stakeholders.