

Marketing Department Interpretation Full-time Faculty

The discipline of Marketing draws on concepts and theories from a large number of areas including other business disciplines such as management and information systems as well as non-business disciplines such as psychology, sociology, anthropology, economics, neuroscience, mass communication/advertising, public policy and other areas related to marketing.

This policy applies to all tenure track faculty teaching courses within the area of Marketing.

Graduate Curriculum: Faculty must hold a Ph.D. or equivalent degree from an accredited institution in marketing, business, psychology, sociology, anthropology, mass communication/advertising, public policy and other fields related to marketing. Only faculty with terminal degrees will teach graduate courses at the MBA, Master's, or Ph.D. level. In exceptional cases, significant experience in the field (a management/executive position characterized by substantial authority and responsibility) in the profit or not-for-profit sector may substitute for the academic preparation.

All faculty teaching distance learning courses will be subject to the same criteria as stated for that of full-time or associate faculty and doctoral students.