

**Department of Marketing and Professional Sales
Promotion and Tenure Guidelines
Fall 2023**

CHAPTER 1: EXPECTATIONS FOR TENURE TRACK FACULTY

As described in the KSU Faculty Handbook Section 3.3, the three basic performance areas in which faculty must be evaluated at KSU are teaching, scholarship and creative activity, and professional service. While faculty may focus in all areas of student success, they are to highlight activities promoting student success in at least one of these three areas in both their annual reviews and in their multi-year reviews. The first step in this process being, in coordination with the department chair, to identify an area of emphasis (teaching, scholarship/service) for student success efforts in the Faculty Performance Agreement. From the Coles College Faculty Guidelines 2023 introduction to Chapter 2.

All guidelines must adhere to USG policy and KSU guidelines and policy. If any information contained in the college or department promotion and tenure guidelines contradicts the USG policy or the KSU Faculty Handbook, USG policy and the KSU guidelines and policy will supersede the department (or college) guidelines.

Because department promotion and tenure (P & T) guidelines are discipline-specific and are approved by deans and the Provost as consistent with college and University standards, those guidelines are understood to be the primary basis for promotion, tenure, and post-tenure review recommendations and decisions. Therefore, at all levels of review the rationale for these decisions will be stated in a letter to the candidate with specific and detailed reference to the department review guidelines used to justify the recommendations and decisions that have been made.

For context, the guidelines herein provide specific details about implementing the Coles College Promotion and Tenure Guidelines at the department level. To reduce redundancy, areas for which faculty believe the Coles Guidelines provide sufficient implementation detail are not covered in this document.

SECTION 1.1: TEACHING EXPECTATIONS

As teachers, professors encourage the free pursuit of learning in their students. They strive to enhance student success. They hold before them the best scholarly and ethical standards of their discipline. Professors demonstrate respect for students as individuals and adhere to their proper roles as intellectual guides and counselors. Professors make every reasonable effort to foster honest academic conduct and to ensure that their evaluations of students reflect each student's true merit. They respect the confidential nature of the relationship between professor and student. They avoid any exploitation, harassment, or discriminatory treatment of students. They acknowledge significant academic or scholarly assistance from them. They protect their academic freedom. (From the Coles College Faculty Guidelines 2023 section 2.1)

The Department of Marketing and Professional Sales follows the guidelines for Teaching Performance and Evaluation laid out in the Coles College Faculty Guidelines 2023 section 2.1 and section 3.3a of the KSU faculty handbook.

SECTION 1.1.1: STUDENT SUCCESS

Faculty can make a positive impact on student success both inside and outside the classroom beyond teaching excellent classes. The Department of Marketing and Professional Sales is committed to promoting student success

activities among its faculty. To qualify as student success, activities should have a major positive impact on students and represent a significant investment of time and effort on the part of the faculty member. Student success activities are divided into three categories as outlined in the graph below.

When	Example Activities	Outcome
Pre-Program Activities	<ul style="list-style-type: none"> • Representing the Department at Coles Open House • Recruiting new partners/board members • Presenting to the Board of Advisors • Creating programs for high school student groups for recruiting purposes 	Increases number of students and resources for the marketing and/or professional sales major
Program Activities	<ul style="list-style-type: none"> • Developing new marketing courses • Lead independent student honors projects • Being an Advisor for a Marketing or Sales student group • Directing student's honors thesis • Serving on a PhD dissertation committee • Substantial confirmed support of student competitions 	Improves overall learning beyond that gained by teaching out of a textbook.
Post-Program Activities	<ul style="list-style-type: none"> • Developing and maintaining alumni group 	Better placement of students and increased involvement of graduates

SECTION 1.2: RESEARCH EXPECTATIONS

AACSB International standards state that intellectual contributions (scholarship) are original works intended to advance the theory, practice, and/or teaching of business. Further, they may have the potential to address issues of importance to broader society. The Department of Marketing and Professional Sales follows the guidelines for Scholarship and Creative Activity laid out in the Coles College Faculty Guidelines 2023 section 2.2 and section 3.3b of the KSU faculty handbook.

SECTION 1.2.1: DEPARTMENTAL JOURNAL RANKINGS

A list of peer-reviewed academic journals is maintained by the Department Promotion and Tenure Committee and is recognized as the official list of acceptable publications for evaluating Scholarship and Creative Activity for annual review, promotion, and tenure decisions. The list is based on widely academically accepted external lists - the Australian Business Deans Council (ABDC).

If an article is published in a different discipline within Coles College (e.g., accounting) and there is a discrepancy between our department's and the other department's rankings, the higher rank will count. If an article is published in a discipline outside of Coles College, the journal will be given the highest rank from that discipline only after the P&T committee determines it is not a predatory journal and was evaluated with the same level of rigor used in our departmental journal rankings.

Additions to the List: Faculty members are encouraged to focus primarily on publishing in the journals included in the Department journal rankings list. However, recognizing the importance of inter-disciplinary research, is the Department acknowledges that outlets other than those included in the ABDC lists may in some circumstances be appropriate, particularly when co-authors are based outside of a school/college of business.

The rankings of any peer-reviewed journals that may be added to this list will be consistent with the criteria used to determine rankings by the Australian Business Deans Council (ABDC). For journals that are not included in the ABDC or Marketing Department lists, the journals will be evaluated using multiple recognized quality indicators including, but not limited to, acceptance rate, impact factors, and review process. The specific set of criteria used will be determined by the Department Promotion and Tenure Committee on a case-by-case basis.

The Coles College P&T Guidelines strongly suggest that a faculty member considering submission to a journal not found on the ABDC list or the official list approved by the academic unit, confer with the department chair and departmental P&T committee before submitting an article for publication in that journal. Failure to do so leaves open the possibility that, even if published, the publication will not count towards research expectations in annual reviews/tenure/promotion if the journal is subsequently deemed to be predatory. Of course, in such situations the faculty member may appeal the decision to the Dean or the Dean's designee, but it would be much more prudent to resolve the issue before expending resources to submit to a potentially predatory journal.

If the faculty member believes a journal should be ranked higher than in the ABDC or departmental list, they are responsible for building a case PRIOR to submission. Failure to apply PRIOR to submission to the journal or to provide information requested by the P&T committee in a timely manner will result in the request being rejected and the journal staying at its original rank for the submitted article.

Once a rank is given to a journal, that rank will remain in effect, unless there is a change in the journal's ranking by ABDC. Upgrading journals will also affect articles previously published in the journal, but downgrading journals will only affect articles published after the change is made.

Journals proposed by faculty members to be included on the list will be evaluated by the Department Chair and P&T Committee within two weeks of receipt of the completed Application for Adding a Journal to the DMPS List that is provided on the Department's I drive. It is the faculty member's responsibility to present a case for the journal's inclusion and ranking proposed.

Predatory Journals: AACSB defines predatory journals and publishers as entities that prioritize self-interest at the expense of scholarship and/or are characterized by false or misleading information; deviation from best editorial and publication practices; a lack of transparency; and/or the use of aggressive and indiscriminate solicitation practices. Coles College prohibits use of predatory journals for research credit purposes.

Consistent with the Coles Workload document section 3.8, articles published in journals determined by the Department Promotion and Tenure Committee to be predatory or likely predatory will NOT count toward PRJ requirements at any level.

Finally, given the necessity of maintaining a journal ranking list with integrity to fulfill AACSB expectations, any changes proposed by the Department Promotion and Tenure may be overturned by the Department Chair and/or

the Dean of the Coles College of Business if the change is not consistent with maintaining the integrity of the journal list.

SECTION 1.3: SERVICE EXPECTATIONS

Service activities are designed to contribute to the growth of faculty members and to the enhancement of the department, college, university, and academic and business communities. Faculty members are expected to participate in the internal affairs and governance of the department, college, and university. Examples of such activities include: committee work, assigned administrative duties, special departmental projects and activities, student advising, and consultation with or assistance to other college-related units. Coles College Faculty Guidelines 2023 section 2.3

The Department of Marketing and Professional Sales will follow the guidelines for Service performance and evaluation laid out in the Coles College Faculty Guidelines 2023 section 2.3 and section 3.3b of the KSU faculty handbook.

SECTION 1.4: PROMOTION, TENURE, AND POST TENURE REVIEWS

The Department of Marketing and Professional Sales is committed to the pursuit of excellence in teaching, scholarship and creative activity, and service. In keeping with this commitment, we recognize the guidelines for promotion and tenure contained in the Kennesaw State University Faculty Handbook section 3.5, and Chapter 5 of the 2023 Michael J. Coles College of Business Guidelines for Faculty Performance.

In accordance with section 3.12 of the KSU Faculty Handbook, the Department of Marketing and Professional Sales policy on committees for full professor promotion is as follows. The committee to review full professor promotion cases must consist of other full professors from both inside and outside the department who are in good standing with respect to their most recent annual reviews. The composition of the committee is determined by the department chair in consultation with the P&T committee and the faculty going up for promotion to full professor.

CHAPTER 2: EXPECTATIONS FOR CLINICAL AND LECTURER FACULTY

Consistent with university policies, clinical, lecturer and senior lecturer positions are not tenure track, and do not accrue any credit toward tenure.

SECTION 2.1: CLINICAL FACULTY

Clinical Faculty within the Coles College are educators-practitioners who have a background in their discipline area and who practice the discipline in the work setting. The goal of these positions is to enhance the academic and professional development of students toward the mission of the Coles College, primarily in the performance areas of teaching, supervision, mentoring, and professional service. Their workload and expectations are similar to those listed under the Balanced-Teaching workload track in Chapter 3 of the 2023 Coles College Faculty Guidelines.

The Department of Marketing and Professional Sales will follow the guidelines for Clinical Faculty laid out in Chapter 6 of the 2023 Coles College Faculty Guidelines and sections 5.2.4 and 3.7 of the KSU faculty handbook.

SECTION 2.2: LECTURER FACULTY

Lecturers, principal lecturers, and senior lecturers are employed for one-year terms. Reappointment of all lecturers, and promotion of all lecturers are dependent not only on their performance in instruction and service, but also on the programmatic needs and financial exigencies of Coles College and its departments. Their workload expectations are similar to those laid out in the Teaching-Focused or Balance -Focused tracks as applicable in Chapter 3 of the 2023 Coles College Faculty Guidelines.

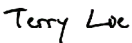
The Department of Marketing and Professional Sales will follow the guidelines for Lecturer Faculty laid out in Chapter 7 of the 2023 Coles College Faculty Guidelines.

Kennesaw State University
Academic Affairs

Approval Form for Department Promotion and Tenure Guidelines

A copy of this form, completed, must be attached as a cover sheet to the department guidelines included in portfolios for Pre-Tenure, Review, Promotion and Tenure and Post-Tenure Review.

I confirm that the attached guidelines, dated 12 / 04 / 2023, were approved by the faculty of the Department of Marketing and Professional Sales in accordance with department bylaws:

DocuSigned by:
 Terry Loe
 46065EC8D71D430... December 14, 2023
 Name (printed or typed) / DFC or P&T chair Signature/ Date

Department Chair Approval - I approve the attached guidelines:

DocuSigned by:
 Keith Judor
 0560213D9E9748D... December 14, 2023
 Name (printed or typed) Signature/ Date

College P&T Committee Approval - I approve the attached guidelines:

DocuSigned by:

 3C7C90C31D98489... December 15, 2023
 Name (printed or typed) Signature/ Date

College Dean Approval - I approve the attached guidelines:

DocuSigned by:
Robin Cheramie Latino December 15, 2023
27C31CA82EB4473...
Name (printed or typed) _____ Signature/ Date

Provost Approval - I approve the attached guidelines:

Name (printed or typed) Signature/ Date

RHM - 08 Sept 16