DEPARTMENT OF MARKETING
PROMOTION POLICY AND PROCEDURES

It is the right, the responsibility and the privilege of University faculties to participate in the
governance of their departments. Fundamentally, what is desirable and intended by the
department policy statement is to ensure meaningful participation by department faculties and,
procedural regularity within departments. It is understood that the ultimate power of decision-
making resides with the administration. This policy statement is one means by which the faculty
of this department makes recommendations to Western.

1. Statement of principle—as stated in Article 18, Section 1.

2. Qualifying Criteria—as stated in Article 18, Section 2.

In addition, the earned doctorate with a major emphasis in marketing is the minimal
education requirement for promotion.

3. Judgmental Criteria—as stated in Article 18, Section 3.

In addition, the following factors shall be considered in the evaluation of a faculty member.

a. Professional Competence
   (1) Course structure as evidence by course outlines, examinations, electronically purveyed instruction.

b. Professional Recognition
   (1) Presentation at professional conferences, seminars; to professional organizations, etc.
   (2) Consult in areas of business with profit and non-profit organizations.

c. Professional Service
   (1) Sponsorship of organizations at all levels within the University Review.

4. Application of Judgmental Criteria—as stated in Article 18, Section 3.6.

The following are more particular stipulations to this article and section.

(1) A faculty member whose major achievement is outstanding in one area of performance and satisfactory in the other two areas
of performance may be promoted to associate professor.

(2) A faculty member whose major achievements are substantial professional recognition, significant professional service, and
satisfactory professional competence may be promoted to associate professor or full professor.
(3) A faculty member whose major achievement is outstanding professional recognition and is satisfactory in professional competence and professional service may be promoted to full professor.

5. Departmental Promotion Committee (DPC)—as stated in Article 18, Section 4.

The following are more particular stipulations to this article and section.

(1) The DPC shall consist of five tenured faculty members elected by departmental tenure-track faculty members in a secret mail ballot.

(2) Each faculty member shall cast five votes, with no more than one vote for any eligible member, and return his/her ballot within three workdays.

(3) The faculty members with the greatest number of votes shall be elected to the DPC. In case of a tie, a subsequent vote will be held for the tied member only.

(4) The votes will be tallied by the AAUP departmental representative and one or more tenured faculty members.

(5) Candidates for promotion shall submit numerical summaries of students' responses to specific questions (structural comments) from student evaluations for all WMU courses in which the contract requires evaluation (Article 16.4.1).

(6) A faculty member under review must receive three positive votes to be recommended for promotion. Abstention shall be considered a negative vote.

6. Appeals—as stated in Article 18, Section 10.

7. Timetable—as stated in Article 18, Section 8.

8. Amendments to this promotion policy shall be approved by at least a two-thirds favorable vote of the tenure-track and tenured faculty members in the department.

Proposed: January 16, 2002
DEPARTMENT OF MARKETING
TENURE POLICY AND PROCEDURES

It is the right, the responsibility and the privilege of University faculties to participate in the governance of their departments. Fundamentally, what is desirable and intended by the department policy statement is to ensure meaningful participation by department faculties and, procedural regularity within departments. It is understood that the ultimate power of decision-making resides with the administration. This policy statement is one means by which the faculty of this department makes recommendations to Western.

1. Definition of Tenure—stated in Article 17 Section 1.

2. Statement of Principle—as stated in Article 17 Section 2.

3. Qualifying Requirements—as stated in Article 17 Section 3.

In addition, to be eligible for consideration for tenure, a faculty member must meet the educational requirement. In the Marketing discipline, the earned doctorate with a major emphasis in Marketing is accepted as the conventional terminal degree and thus is the minimum educational requirement for tenure.

Exceptions, with or without stipulations, to this requirement shall be made at the time of appointment by two-thirds favorable vote of the available tenured and tenured-track department faculty according to the process specified in the Appointment-Reappointment Policy. When such exceptions are recommended with stipulations, failure on the part of the faculty member to meet these stipulations may be cause for the Department Tenure Committee to recommend an unfavorable tenure review and or termination of the faculty member’s appointment.

4. Areas of Performance for Tenure—as stated in Article 17 Section 5. In addition, the following factors shall be considered in the evaluation of a faculty member.

   a) Professional Competence
      (1) Course structure as evidence by course outlines, examinations, electronically purveyed instruction.

   b) Professional Recognition
      (1) Presentation at professional conferences, seminars; to professional organizations, etc.
      (2) Consult in areas of business with profit and non-profit organizations.

   c) Professional Service
      (1) Sponsorship of organizations at all levels within the University community.

5. Development of Criteria for Tenure, Article 7.1
In the Marketing Department the relative importance of University standards in the three areas of Professional Competence, Professional Recognition and Professional Service is that Professional
Competence and Professional Recognition are of equal importance and are more important than Professional Service.

6. Tenure Review Process—as stated in Article 17 Section 8. The following are more particular stipulations to this article.

   a) The tenure committee shall be comprised of all tenured faculty in the Department of Marketing.

   b) If a faculty member will be on approved University leave during tenure deliberations, the member may elect not to participate and vote in these deliberations. Upon written or verbal notification to the department chairperson of the member’s intention not to participate and vote, the total number of tenured faculty will be reduced to reflect the self-elected non-participation of the faculty member. Additionally, if a tenured faculty member is incapacitated such that he/she is unable to notify the department chair of their intentions, the total number of tenured faculty will be reduced to reflect the faculty member’s inability to participate.

   c) It shall be the right and responsibility of the faculty members under review to provide evidence, so that the tenure review committee may assess the academic performance and academic potential of the candidate.

   d) In compliance with the timetable stipulated in Article 17 Section 10, the Department chairperson shall convene the first meeting of the Department Tenure Committee (DTC) and, at this meeting, deliver the files of faculty members under review, then retire from the meeting. The faculty shall elect a chair and determine suitable timetable to complete the review.

   e) The review of a faculty member shall begin with a motion that the faculty member be recommended for continuation on the tenure track or granted tenure. A recommendation to continue the faculty member on the tenure track or grant tenure shall require at least two-thirds favorable vote of the tenure review committee by secret ballot.

   f) Candidates for tenure shall submit numerical summaries of students’ responses to specific questions from student evaluations for all WMU courses in which the contract requires evaluation (Article 16.4.1).

7. Appeals—as stated in Article 17 Section 8.6.

8. Timetable—as stated in Article 17 Section 10.

9. Amendments to this tenure policy shall be approved by at least a two-thirds favorable vote of the Tenure-track and tenured faculty members in the department.

April 1, 2001
Modified: November 13, 2001
Modified: January 11, 2002
Modified: January 24, 2002