

Department of Marketing Faculty Qualification/Credentials

Both SACS Standard 3.71 and USF Policy 10-115 address faculty qualifications for teaching at the undergraduate and graduate levels. The SACS Commission guidelines “Faculty Credentials” notes that (1) faculty teaching baccalaureate courses are expected to hold a doctoral or master’s degree in the discipline taught or a master’s degree with a concentration in the discipline equivalent to 18 graduate semester hours and (2) faculty teaching graduate or post-baccalaureate courses are expected to hold a doctorate or other terminal degree in the field taught or a related field. USF policy 10-115 mirrors the SACS guidelines but further notes that “Exceptions may be made for individuals who do not meet the above qualifications but who are considered by the department to possess other demonstrated competencies and achievements that provide evidence to support effective teaching and student achievement.”

The College of Business holds separate accreditation from the Association to Advance Collegiate Schools of Business (AACSB). AACSB Standard 15, which addresses faculty qualifications, requires that faculty meet criteria for classification as Scholarly Academic, Practice Academic, Scholarly Practitioner, or Instructional Practitioner with at least 40% of faculty meeting the criteria for Scholarly Academic (terminal degree in the field taught or equivalent and a record of basic, discipline-based research); 60% meeting the criteria for Scholarly Academic or Practice Academic (terminal degree in the field taught or equivalent and a record of substantive “linkages to practice”); and at least 90% meeting the criteria for one of the four categories.

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.

Undergraduate Curriculum: Faculty must hold a Ph.D. or equivalent degree from an accredited institution in the discipline. If the faculty member does not have a Ph.D. or equivalent, they may teach undergraduate courses if they have met one of the following criteria: 1) 18 graduate semester hours in the discipline and hold a master's degree, or 2) hold a masters' degree with a major in the discipline from an accredited institution. 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.

Associate Faculty and Doctoral Students

This policy applies to all non-tenure track faculty, adjuncts, lecturers and doctoral students teaching courses within the area of marketing who are not permanently employed by the university.

Graduate Curriculum: Faculty must hold a Ph.D. or equivalent degree from an accredited institution in marketing, business, sociology, anthropology, mass communication/advertising, public policy and other fields related to marketing. 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. Only faculty with terminal degrees will teach graduate courses at the Ph.D. level. At the MBA or Master's level, faculty who are not terminally qualified may teach graduate courses if they have met one of the following criteria: 1) 18 graduate semester hours in the discipline and hold a master's degree in any field, or 2) hold a masters' degree with a major in the discipline from an accredited institution. Doctoral students will not be allowed to teach at the graduate level until they have been admitted to candidacy in the Ph.D. program.

Undergraduate Curriculum: Faculty must hold a Ph.D., MBA, or Master's degree from an accredited institution in marketing, business, sociology, anthropology, mass communication/advertising, public policy and other fields related to marketing. 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. If the faculty member does not have a Ph.D. or equivalent, they may teach undergraduate courses if they have met one of the following criteria: 1) 18 graduate semester hours in the discipline and hold a master's degree in any field, or 2) hold a masters' degree with a major in the discipline from an accredited institution. Doctoral students will only be allowed to teach at the undergraduate level after completion of at least one year of full-time study at the Ph.D. level.

Distance Learning Programs/Activities

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.