

**COVER SHEET FOR PROPOSED CHANGES TO DEPARTMENT/COLLEGE
PERSONNEL PROCEDURES**

CORALE
COLLEGE

Marketing
DEPARTMENT

In order to facilitate a complete and expeditious review by the Personnel Planning and Review Committee (PP&R) of the change(s) you propose to your personnel procedures, please adhere to the format described below, and also fill out the Background Information. Attach this memo as a cover sheet for the written material you submit to PP&R. PP&R assumes that the initiating Department or College Committee has determined that the proposed new or revised procedures are consistent with Section 600 and with the Collective Bargaining Agreement.

FORMAT: Please use a complete copy of your existing procedures as the starting point for the proposed revisions that you submit to PP&R for approval. Strike over any text that you wish to have deleted from your written procedures, and/or underline any text that you wish to have added to your written procedures.

BACKGROUND INFORMATION:

RECEIVED
CSUN

1. Are proposed changes those of College or Department procedures? (check one)
2. Date that current proposed changes were sent forward Fall 2013 DEC 17 2013
3. Department or College initiating proposed changes Marketing Office of
Faculty Affairs
4. Describe briefly the general reason(s) for your proposed change(s) (e.g., "proposed changes were initiated by the Department in response to a request from the College Personnel Committee, which felt that existing promotion criteria were too rigorous").
Five year review
5. The proposed changes have been approved by the faculty of the College or Department (check one)

FOR DEPARTMENT PERSONNEL PROCEDURES:

Daniel Rodriguez 11/13/13
Chair, Department Personnel Committee Date

Cory L. [Signature] 11/13/13
Department Chair Date

FOR DEPARTMENT PERSONNEL PROCEDURES & COLLEGE PERSONNEL PROCEDURES:

John [Signature] 12/14/13
Chair, College Personnel Committee Date

[Signature] 12/16/13
College Dean Date

[Signature] 4/2/14
Chair, Personnel Planning and Review Committee Date

(for PP&R use only) <u>S'14</u> Approval Date	<u>F'14</u> <u>F'17 (for changes in criteria)</u> Effective Date (see attached)	<u>F'18</u> Date of Next Review
---	---	------------------------------------

The Department of Marketing abides by the policies issued by the University (Section 600) and the College of Business and Economics. The following are the ways in which our policy is more specific than the guidelines in Section 600:

1. Composition of Department Personnel Committee

The department personnel committee consists of three tenured faculty. Committee members are elected annually in the Fall semester in accord with University policy.

2. Contributions to the Field of Study

The department defines scholarly publication to include co-authored and single-authored, publicly-disseminated and peer-reviewed: pedagogical research, interdisciplinary research, cases, books, basic research, and applied research.

3. Teaching Effectiveness and Direct Instructional Contributions

Student Consultation with the Department Chair and/or the Department Personnel Committee for RTP Evaluation of Faculty:

Students are encouraged to express their opinions regarding the teaching performance of probationary faculty for retention, tenure, and/or promotion and of tenured faculty members for promotion. Students are invited to do so through an invitation which is posted on the Department Bulletin Board early enough in the academic year for use during the annual personnel cycle.

4. Contributions to the University or Community

Culture of Valuing Service

The Department of marketing especially recognizes the value of faculty service, both contributions and leadership, at various levels (department, college and university) as well as community service.