

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

Business & Economics  
**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.

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CSUN  
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Office of  
Faculty Affairs


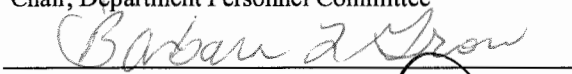
**BACKGROUND INFORMATION:**

- Are proposed changes those of College  or Department  procedures? (check one)
- Date that current proposed changes were sent forward approved 11/29/2018
- Department or College initiating proposed changes Marketing
- 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"). Changes were made in response to standard timeline of department review


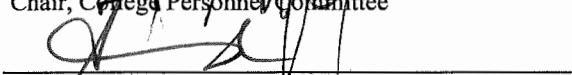

The department added some direction in timing for review of faculty under section 700 to coincide with timing of faculty reviewed under section 600. LECT

- For Department Personnel Procedures, list the date the department faculty voted to approve the proposed changes: 11/29/2018
- For College Personnel Procedures, list the date the college faculty voted to approve the proposed changes: \_\_\_\_\_

**FOR DEPARTMENT PERSONNEL PROCEDURES: (Sign & Print Name)**

	11/30/2018
Chair, Department Personnel Committee	Date
	12-11-18
Department Chair	Date

**FOR DEPARTMENT PERSONNEL PROCEDURES OR COLLEGE PERSONNEL PROCEDURES:**

	12/21/2018
Chair, College Personnel Committee	Date
	12/18/18
College Dean	Date
	08/21/2019
Chair, Personnel Planning and Review Committee	Date

(for PP&R use only)	<b>Fall 2022 for changes in criteria</b>	
<u>08/21/2019</u>	<u>07/01/2019</u>	<u>Fall 2023</u>
Approval Date	Effective Date (see attached)	Date of Next Review

Revised 10.16

## **DEPARTMENT OF MARKETING PERSONNEL POLICY FOR LECTURER FACULTY**

The Department of Marketing abides by the policies issued by the University (Section 700) and the Nazarian College. The following are the ways in which our policy is more specific than the guidelines in Section 700:

**1. 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.

**2. 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.

**3. 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 as posted on the Department Bulletin Board. The statement shall read:

You may consult further regarding your views, whether positive or negative, about the teaching performance of (name of faculty being evaluated) by contacting the Department Chair (name, office number and telephone number) and/or the Chair of the Department Personnel Committee (name, office number and telephone number). Any student statement or evaluation provided outside of the regular written student evaluation of teaching effectiveness (see Section 612.5.2.c.(2)(b)) must be identified by name to be included in a Personnel Action File. The student shall be informed of the right to a hearing before the Academic Grievance and Grade Appeal Board should the student feel that any later discriminatory action is taken because of having given the statement.

4. **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.

5. Lecturers being reviewed under section 700 will be requested to submit their materials for review on the same published timeline as tenure-track faculty reviewed under section 600.

## Criteria for Evaluating Additional Service Salary Increase Requests from Lecturer Faculty

Lecturers who request consideration for step-advancement after having taught 24 or more units, in accordance with the Collective Bargaining Agreement, shall satisfy one of the following criteria in order to be granted such advancement:

- A. completion of an advanced degree at an accredited institution since being hired. Such degree shall be in marketing or a related discipline;
- B. publication of an article in a refereed journal in marketing or a related field, since being hired at the present rank equivalent;
- C. presentation of a paper at an academic professional meeting in marketing or related discipline within the previous three years, or
- D. placing in the top third of departmental teaching evaluations during the two semesters immediately preceding the request for advancement.

Should the requested increase involve moving the applicant to a higher rank equivalent, College and University procedures for hiring lecturers at advanced rank shall be followed.