

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

COBAE  
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:**

- Are proposed changes those of College  or Department  procedures? (check one)
- Date that current proposed changes were sent forward Fall 2008
- 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").  
Five year review
- The proposed changes have been approved by the faculty of the College  or Department  (check one)

**FOR DEPARTMENT PERSONNEL PROCEDURES:**

[Signature on File] 10/2/09  
Chair, Department Personnel Committee Date  
[Signature on File] 10/2/09  
Department Chair Date

**FOR DEPARTMENT PERSONNEL PROCEDURES & COLLEGE PERSONNEL PROCEDURES:**

[Signature on File] 10/7/09  
Chair, College Personnel Committee Date  
[Signature on File] 10/7/09  
College Dean Date  
[Signature on File] 10-8-09  
Chair, Personnel Planning and Review Committee Date

(for PP&R use only)		
<u>8/09</u>	<u>F'09</u>	<u>F/13</u>
Approval Date	Effective Date (see attached)	Date of Next Review

## MEMORANDUM

**TO:** Rian Medlin, Academic Personnel Analyst

**FROM:** Mary Curren, Chair, Department of Marketing Personnel Committee

**DATE:** October 2, 2009

**RE: Marketing Personnel Procedures: Definition of Publication Modification and Rationale**

---

Fall 2008: In its five year review of personnel procedures and policy, the Marketing Department voted to revert to Section 600 with the addition of certain equivalencies to publication, which were approved by the College and forwarded to PP&R.

The equivalencies to publication specific to the Marketing Department follow:

We consider full-length, competitive papers published in the *North American Advances in Consumer Research*, *Latin American Advances in Consumer Research*, *Asian-Pacific Advances in Consumer Research* and *European Advances in Consumer Research* to be journal-equivalent for personnel evaluation and consideration.