

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING

CLINICAL FACULTY POLICY AND PROCEDUREETBT1 0 0 1 000iD 4

Position of leadership in a professional association
Maintaining an active consulting practice deemed to be significant and related to teaching area
Delivering executive education
Speaking engagements to an external community or professional association
Committee or task force for a professional association

Academic:

Publication in a professional, practitioner, trade journal, or book or monograph
Paper presentations at an academic or professional conference
Panel discussant at an academic or professional conference
Principal or secondary investigator in a research grant of any amount from

Evaluation of

7. Marketing Department Clinical Faculty shall be evaluated for academic and community engagement/ service based on: a) consistency with the objectives established in Annual Reviews, b) evidence of continuing currency and current expertise in the field associated with their clinical appointment, c) when appropriate, professional research or publication closely related to their clinical responsibilities, and d) providing mentoring and/ or networking opportunities for students among relevant stakeholders.