

DEPARTMENT OF MARKETING BYLAWS

Approved March 5, 2003
Revised September 13, 2021

I. INTRODUCTION

A. These bylaws:

1. Govern faculty participation in the operations of the Department of Marketing, in accordance with the Collective Bargaining Agreement (CBA);
2. Identify and establish operational procedures for each departmental committee; and
3. May be amended in accordance with the current Collective Bargaining Agreement (CBA).

B. The purpose of these bylaws:

The Department faculty seeks to promote and sustain effective teaching, scholarship, and service, and to participate fully in the governance of the College of Business and the University. Through these bylaws, the Department encourages quality and continuous improvement in teaching, scholarship, and service, and establishes policies and procedures to manage itself in ways that promote equity, quality, and transparency within our learning community.

I. DEPARTMENT STRUCTURE AND PROCEDURES FOR ADVICE AND RECOMMENDATIONS

A. Department Structure:

1. The Department of Marketing is composed of faculty and staff. All members of the Department fulfill critical roles necessary to carrying out the mission of the Department, College, and University. As such, the Department faculty are in agreement that all members of the Department, regardless of classification are to be treated with respect, dignity, and professionalism.
2. The term Bargaining Unit Faculty here and below refers to all TET and NTE faculty. When discussing both groups together, we will use the term faculty. Otherwise, we will refer to these groups by their respective names, such as TET faculty or NTE faculty.
3. It is also agreed that all faculty in the Department of Marketing are empowered to participate fully in making recommendations about the operation of the Department except as limited by the CBA.

4. The Department may invite individuals from outside the Department to participate in the Department for the purpose of providing expertise and input on issues facing the Department (e.g., curriculum issues, recruitment, and selection of new faculty). These individuals will be non-voting members and will serve only within the constraints defined at the time by the Department unless otherwise noted in the bylaws.

B. Meetings and Other Procedural Aspects of the Department:

1. **Regular Department Meetings:** The Department will meet at least once per term during Fall and Spring semesters. The responsibility for calling regular meetings shall reside with the Chair. All reasonable efforts will be made to schedule these meetings at times that do not conflict with teaching schedules or other regularly scheduled meetings.
2. **Special Department Meetings:** Special meetings may be called by the Department Chair when necessary to deal with administrative issues affecting the Department. In addition, a majority of the BUFMs may call for a special faculty meeting. Such special meetings will be scheduled at times when the majority of the faculty are available.
3. **Notice and Agenda:** Notice of regular faculty meetings should be provided in writing to all full-time faculty members at least one week prior to the meeting (except for emergencies). An agenda of business to be conducted shall accompany the notice. Agendas for any special meetings, called by faculty, will be distributed by the faculty members calling the meeting, at the time the meeting announcement is circulated.
4. **Quorum:** A simple majority of the Department faculty members constitutes a quorum for those meetings that are intended to include all Department members. If a special meeting is called for a subset of the faculty (TET faculty, for example) then a simple majority of that group will constitute a quorum for that meeting.
5. **Facilitation of Meetings:** The Department Chair will facilitate regular Department meetings and any special Department meetings called by the Chair. Special meetings called by other faculty will be facilitated by one of the members calling the meeting.
6. **Majority Vote:** The principle of majority vote among those department members present will prevail in all department faculty recommendations unless such issues are reserved for TET BUFMs only, or for members of the Graduate Faculty only. In order to vote on any item of business, a quorum must be present. A majority of the department's voting-eligible faculty will constitute a quorum.

7. **Proxy Voting:** Proxy voting is not allowed.
8. **Meeting Agendas:** The Department Chair will make every reasonable effort to distribute, at least two days in advance, a complete agenda for all regular Department meetings. Department members are to submit items to the Chair. Exceptions will be permitted where issues arise during the week prior to the Department meeting. The Department Chair will distribute an agenda for special meetings called by the Chair at the time the meeting announcement is circulated to the Department members. Agendas for any special meetings called by faculty will be distributed by the faculty members calling the meeting, at the time the meeting announcement is circulated. Whenever reasonably possible, new agenda items shall be accompanied by copies of supporting documents or other written information to be presented at the meeting, so Department members have an opportunity to review the materials prior to the meeting. For any meeting called to amend the Department bylaws, the notice of the meeting must include a copy of the draft change(s) being proposed by the Bylaws Committee.
9. **Meeting Minutes:** Minutes of regular Department meetings and Special Department meetings may be taken by a member of the Department staff or alternatively by a member of the faculty. If minutes are taken, written copy of the minutes shall be made available for faculty review in a timely manner.

10. Rights and Responsibilities of the Faculty:

- a. **Faculty Search:** Faculty are to be involved in the recruitment and selection process for new faculty. Faculty will be chosen by the Chair to serve on the Search Committee (described in subsection 6 (iv) below). All faculty will have the opportunity to interview, individually and/or in small groups, those candidates who are brought to campus; participate in presentations made by the candidates; and provide written feedback for each faculty candidate to the Search Committee.
- b. **Course and Class Schedules:** Faculty will have the opportunity to provide the Chair with their preferences for courses and class times for upcoming semesters. Faculty may request from the Chair information regarding what courses have been taught each semester, at what times they have been taught, and enrollments in each section over the past year. Faculty may also ask the Chair to provide information regarding scheduling of courses and class times, and will work with the Chair to resolve any course and scheduling conflicts.

- c. **Summer Teaching Schedules:** Determinations regarding summer teaching assignments for faculty shall be made by the Chair in accordance with the provisions of the CBA.
- d. **Election of Department Representatives to College Committees:** The Department shall first nominate and then elect representatives to fill College committee positions, as established in the College bylaws. The faculty member accepting a nomination and receiving the most votes for a service role is asked to assume it. The first runner-up in the election of a role is the alternate.
- e. **Review of the Department Chair and/or College Dean: In accordance with the CBA,** Department members may be asked to serve on a performance evaluation committee of the Chair. These individuals will serve on this committee unless a conflict of interest or other circumstance would prevent them from fully participating. Department members will provide honest and objective feedback. The Chair may also request that the appropriate faculty committee conduct a developmental review of the Chair, to which members of the Department will give honest and objective feedback. The Department may also request that the Dean call for a review of the Chair when serious concerns regarding performance exist among a majority of the Department faculty. Reasonable efforts will be made to resolve any problems with the Chair before taking the concerns to the Dean.

11. Committees of the Department: There are three department standing committees: the Curriculum Committee, the Bylaws Review Committee and the Promotion and Tenure Committee.

- a. **Curriculum Committee:** All department full-time faculty members shall serve on the Curriculum Committee. This committee is chaired by the Department Chair who is a non-voting member of the committee. The Curriculum Committee is responsible for determining the overall structure, outcomes, requirements, and competencies for each major program of study in the Department. The Curriculum Committee has primary responsibility for preparing and presenting curriculum changes, such as proposed addition/deletion of classes from the major and/or substantive changes in course structures, to the Department and, working through the elected Departmental representatives, to the College Undergraduate or Graduate Program Committees. The Curriculum shall make recommendations to the Chair regarding department scholarships and awards. The Curriculum Committees shall handle all student petitions. The Curriculum Committee shall evaluate all applications for graduate faculty status. The

Curriculum Committee shall meet no less than once a semester during the academic year.

- b. Bylaws Committee:** The Bylaws Committee is composed of three or more elected faculty members. The Bylaws Committee will review existing bylaws to ensure congruence with the environment internal to, and external to, the Department, and to maintain consistency with the CBAs. When inconsistencies are found, the Bylaws Committee shall draft changes to the Department bylaws to rectify the inconsistencies. The Bylaws Committee will also review any suggested changes to the bylaws and make recommendations as it deems appropriate. Proposed changes must be approved as specified in the CBA before the new bylaws can go into effect.
- c. Promotion and Tenure Committee** (hereafter referred to as the P&T Committee):
 - 1. Committee Composition:** The P&T Committee is composed of all tenured bargaining unit associate and full professors in the department. The Department Chair is a non-voting member of the P&T committee. The P&T Committee will be chaired by the Department's representative to the College P&T Committee. That faculty member, who must be a tenured Full Professor, is elected by the Department faculty in secret ballot during the Spring semester, for the following academic year.
 - 2. Committee Deliberations:** The discussion/deliberation phase may include one or more secret "straw votes." However, a final, official decision shall be made by secret ballot. The P&T Committee must review the required letter before a final draft is attached to the candidate's P&T File.
 - 3. Professional Development:** To promote the development of Department faculty, the P&T Committee shall:
 - a. provide all assistant professors with an annual letter regarding progress towards promotion; pursuant to the CBA;
 - b. evaluate teaching portfolios of Assistant Professors. A teaching portfolio will include (1) syllabi for each course taught; (2) sample exams from each course taught; (3) examples of student papers/projects completed for each course taught; (4) the narrative portion of the student teaching evaluations for each class taught; (5) a summary of student teaching evaluations for each class taught; and, (6) any other

materials the individual chooses to include to demonstrate teaching effectiveness and accomplishments. This evaluation may be initiated by the assistant professor seeking the evaluation, or may be initiated by a majority vote of the P&T Committee

c. review and make recommendations on all professional development leave proposals when requested by an applicant (applicants must recuse themselves from reviews and recommendations);
 d. make recommendations to individual TET faculty on areas that may need improvement including with respect to progress toward tenure and/or promotion.

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e. make recommendations to individual TET faculty on areas that may need improvement including with respect to progress toward tenure and/or promotion.

4. If a TET faculty member appears to be having difficulty in the classroom, members of the P&T Committee may observe that individual in one or more classroom situations. Indications of serious problems may be reflected in the student teaching evaluations or numerous complaints made to the Chair regarding classroom behavior.
 5. The P&T Committee will provide each individual evaluated and the Department Chair with written feedback regarding teaching. This feedback should identify specific accomplishments and positive progress in teaching. It should also identify any specific areas in which improvement is needed. In cases where improvement is recommended, specific recommendations need to be made as to how the individual may make those improvements
 6. **Dismissal of Probationary Faculty:** The P&T Committee shall consider any proposed dismissal of probationary faculty as provided for by the CBA.
- d. **Faculty Search Committee:** For each faculty hiring opportunity, a Faculty Search Committee consisting of Department faculty will be appointed by the Department Chair. The responsibilities of this committee include reviewing vitas of all applicants for a faculty position; rating applicants based on the criteria jointly set by the Department Chair and faculty;

recommending to the Department Chair the top candidates to be considered for interviews; assisting the Department Chair in scheduling interviews (e.g., dates, time of presentation, individual faculty interviews, meals); compiling feedback from Department members; and making recommendations to the Department Chair for the hiring decision. The Search Committee will also work with the Department Chair and appropriate University offices to ensure all steps of the applicant review and interviewing process are carried out in a manner consistent with all University policies and procedures and with the CBA and these bylaws.

II. ANNUAL EVALUATION OF FACULTY

A. Procedures for Annual Evaluation:

1. **Submission of Materials for Annual Evaluation:** All faculty will submit Faculty Activity Reports in accordance with the CBA. Faculty members may submit additional information relevant for the evaluation, such as, but not limited to; sample syllabi; a sample of exams; and samples of student papers/projects completed. Weights used in the annual evaluation process are specified in the CBA.
2. **Peer Evaluation of Teaching:** Untenured TET faculty shall have their teaching materials reviewed yearly by the Department P&T Committee. The peer evaluation may or may not include a class visitation. Tenured faculty expecting to apply for full professor shall receive a peer evaluation of teaching once after achieving the rank of associate professor. Instructors and lecturers without continuing appointments shall be evaluated as specified in the CBAs.
3. **Annual Evaluation Report:** Each faculty member will receive a written report from the Department Chair as set forth in the CBAs.
4. **Annual Evaluation Criteria:** TET faculty and NTE faculty will be differently assessed according to the emphasis placed on teaching, research, and service, in their respective positions.
 - a. **Teaching is evaluated according to the criteria set forth in the CBAs.**
 - b. **Scholarship:**
 - 1) **Scholarship Points:** it is important to incentivize and recognize the additional efforts required to publish in top-tier journals. For that reason, publications in top-tier journals shall be weighted more in all situations involving annual reviews. For these purposes, scholarship points will be assigned as follows:

A journal article will be assigned **3 scholarship points** if it is either:

- Published in a journal rated A* on the Australian Business Dean's Council (ABDC) Master List; or
- published in a journal with a standard (two-year) or five-year impact factor, as reported by a third-party rating organization such as Incites Journal Citation Reports, that is equal to or above the median two-year or five-year impact factor, respectively, for the A* rated journals on the ABDC Marketing List. The candidate should notify the departmental P&T committee in writing when they wish to have a publication considered under this criterion. The burden of proof falls on the candidate to provide sufficient evidence for each publication to be considered.

A journal article will be assigned **2 scholarship points** if it is either:

- Published in a journal rated A on the Australian Business Dean's Council (ABDC) Master List; or
- published in a journal with a standard (two-year) or five-year impact factor, as reported by a third-party rating organization such as Incites Journal Citation Reports, that is equal to or above the median two-year or five-year impact factor, respectively, for the A rated journals on the ABDC Marketing List. The candidate should notify the departmental P&T committee in writing when they wish to have a publication considered under this criterion. The burden of proof falls on the candidate to provide sufficient evidence for each publication to be considered.

A journal article will be assigned **1 scholarship point** if it is published in a journal that is independently recognized as peer-reviewed by a third-party organization such as:

- ABDC Master List
- Cabell's Journalytics (formerly "White List")
- Social Science Citation Index Journal List

A scholarly book will be assigned **1 scholarship point**.

Two scholarly book chapters will be assigned **1 scholarship point (i.e. ½ point each)**.

A maximum of 1 scholarship point from book chapters may be counted towards promotion

"Vanity press" books and articles published in "predatory" journals may not be used to satisfy requirements for tenure or promotion. Predatory journals typically are open access, charge a publication fee, span numerous disciplines without any recognized focus, and have no clear connection with recognized professional associations. Publication fees, agreements that authors will be responsible for a minimum number of

sales, and lack of connection to a university or recognized academic publisher are possible indicators of a vanity press.

2) Unsatisfactory (0)

No scholarly activity from the faculty member (e.g., presentations, submission to academic journals, conference submissions).

3) Conditional Merit (1)

Research progress may be indicated by documenting evidence of continued scholarly activity. This includes, but is not limited to, the following during the five-year period, ending with the current evaluation period:

- Submission of a manuscript to peer-reviewed/refereed journal
- Submission of a manuscript to an academic conference
- Submission of a special session proposal to an academic conference
- Submission of a manuscript to a refereed research series
- Submission of an article to a trade or practitioner publication
- Submission of cases, chapters, comments, or invited articles
- Submission of a research monograph
- Submission of a subsequent edition of a previously published book or textbook
- Submission of instructional software
- Submission or publication of a book review
- Submission of an external research grant
- Submission of an internal grant request
- Completion of a working paper
- Receipt of a grant from an outside funding agency
- Receipt of a research grant from within the university
- Winning a college or university scholarship award
- Completion of a review for a conference and/or journal
- Service as a panelist, discussant, session chair, or plenary speaker at an academic or practitioner conference
- Media appearance, or trade conference presentation, on a topic in a marketing-related field
- Publication of a subsequent edition of a previously published book
- Presentation of a paper at an academic conference
- Presentation of a working paper at a seminar or symposium
- Other intellectual contributions appropriate to the College's and Department's mission

4) High Merit (2)

A rating of High Merit will be awarded to faculty members who document both of the following:

- Earning of two scholarship points as defined in Section III.4.B.1 during the five-year period ending with the current

evaluation period

- Evidence of continuing scholarly activity as outlined in Section III.A.4.B.3

5) Exceptional Merit (3)

A rating of exceptional merit will be awarded to faculty members who document both of the following:

- Earning of three scholarship points as defined in Section III.4.B.1 during the five-year period ending with the current evaluation period
- Evidence of continuing scholarly activity as outlined in Section III.A.4.B.3

6) Extraordinary Merit (4)

A rating of High Merit will be awarded to faculty members who document both of the following:

- Earning of four or more scholarship points as defined in Section III.4.B.1 during the five-year period ending with the current evaluation period
- Evidence of continuing scholarly activity as outlined in Section III.A.4.B.3

B. Activity Reporting Times

Scholarship may be counted in the year of the acceptance date or the publication / copyright date. The faculty member must clearly state which date is to be considered. Presentations are counted in the year the meeting is held.

Note: The aforementioned standards for scholarship are strictly for the annual evaluation process. See the Promotion and Tenure standards for specifics related to that process, which are different.

C. Service is evaluated according to the criteria set forth in the CBA.

III. Promotion and Tenure

A. Promotion from Assistant to Associate Professor and Granting of

Tenure: When applying for promotion and tenure, Assistant Professors must submit to the Department P&T Committee all materials and documentation outlined in the CBA along with a letter of intent to obtain promotion and tenure by the date specified by the CBA.

The following minimum requirements must be met by a candidate seeking promotion and tenure:

1. **Teaching:** The candidate must show evidence of the essential teaching-related behaviors. The essential teaching-related behaviors are specified in the CBA.
2. **Scholarship:** The candidate must have a minimum of **five scholarship points** as defined in Section III.A.4.B.1. Aside from an exceptional circumstance, at least three points must have been earned while the faculty member was a Wright State University TET.
3. Have a minimum of three favorable letters from outside reviewers. The outside reviewers must be approved by the candidate and the department P&T Committee
4. **Service:** The candidate must demonstrate having been a contributing participant on committees and in activities necessary for the proper functioning of the Department and College. See CBA for examples.

B. Promotion from Associate to Full Professor: When applying for promotion, Associate Professors must submit to the Department P&T Committee all materials and documentation outlined in the CBA along with a letter of intent to obtain promotion by the date specified by the CBA.

The following minimum requirements must be met by the candidate seeking promotion to Full Professor:

1. **Teaching:** The candidate must show evidence of the essential teaching-related behaviors. The essential teaching-related behaviors are specified in the CBA.
2. **Scholarship:** The candidate must have a minimum of **ten scholarship points** as defined in Section III.A.4.B.1. A minimum of five scholarship points must have been earned since the faculty member's last promotion at Wright State University. Additionally, the candidate must:
 - Be the sole author, or demonstrate that she or he is the lead author, for at least one of her/his published works of scholarship since the last promotion at Wright State University.
3. Have a minimum of three favorable letters from outside reviewers. The outside reviewers must be approved by the candidate and the department P&T Committee.
4. **Service:** All tenured Bargaining Unit Faculty members are obligated to perform "effective service" as outlined in the CBA. A faculty member seeking promotion must demonstrate that he/she has actively participated in activities supporting the Department, College, and University, the Profession, and the Community. The individual must show evidence of taking leadership roles in several service activities, and the outcomes of these activities. The following list of "bulleted" items represents a non-exhaustive list of examples only, and equivalent may be used as evidence.

Institutional Service

- Serving effectively as advisor to an active club or student organization where a significant time commitment is required
- Serving effectively as a program director
- Chairing an active university committee
- Special projects at the Department, College, or University level
- Effectively serving on one or more active university committees and/or college committees
- Engaging in student placement or recruitment activity
- Teaching overload courses, or teaching at a regional campus
- Effectively chairing an active departmental committee or task force
- Effectively leading a special departmental project
- Promoting alumni relations/fund raising activities
- Advising efforts in a successful and effective manner

Professional Service

- Effectively serving on the editorial board of a journal
- Effectively serving as an officer in or chairing a significant state or national committee (e.g., academic, professional, government advisory groups)
- Effectively serving as a track chair at a national conference
- Organizing a conference workshop, session, or panel for a national conference
- Participation in professional activities, either paid or unpaid, that enhances the teaching and/or research capabilities of the faculty member
- Serving as a session chair/track chair or discussant or serving in a voluntary capacity at significant national or regional conferences
- Organizing a conference workshop, session, or panel for a regional conference
- Participating in a project judged as significant by departmental peers
- Submitting reviews of books, journals, or other manuscripts
- Holding an office in an active professional organization
- Obtaining and maintaining significant professional licenses and/or certifications
- Serving as guest speaker for area business, government, or community organization
- Serving as an examiner/judge for a Master's level thesis or a doctoral dissertation from another university
- Performing significant service for community programs and/or companies, either paid or unpaid, including consulting, training, dispute resolution, etc.

Community Service

- Holding positions of leadership in community organizations

- Involvement in community outreach/community programs
- Participating (as a member or speaker) at a local professional organization
- Maintaining membership in community organizations

C. Candidacy for Tenure when hired as an Associate or Full Professor without Tenure:

1. **Teaching:** For a faculty member hired at the rank of Associate or Full Professor without tenure, the teaching criteria for promotion to Professor will be applied.
2. **Scholarship:** For candidates hired at the rank of Associate Professor without tenure, the criteria specified for promotion to Associate Professor will apply with one exception: at least one scholarship point must be earned while the candidate is at Wright State University. For candidates hired at the rank of Full Professor without tenure: at least three scholarship points must be earned while the candidate is at Wright State University. See above for criteria for scholarship points.
3. **Service:** For a faculty member hired at the rank of Associate or Full Professor without tenure, the criteria specified previously will be applied over the individual's academic career. Emphasis will be placed on the continuation of and/or the development of a strong service record while at Wright State University.

D. Candidacy for Promotion from Lecturer to Senior Lecturer: Promotion from Instructor to Lecturer or from Lecturer to Senior Lecturer shall be as set forth in the CBA.

IV. Process to Edit the Bylaws

Any department faculty member can submit a proposed change to the Bylaws Committee. The Bylaws Committee will then vote on the proposed change. If the committee votes to move the change forward it will then be presented to the whole faculty with an explanation of how the bylaws will be impacted. The faculty will then vote on the change. The Bylaws Committee will make any necessary edits to the bylaws document. This document will then be circulated to the faculty for review before sending it to the Dean for approval of the changes. After approving the changes, the Dean will forward the document to the Faculty Governance Committee for approval.

BYLAWS APPROVAL FORM

The bylaws for the College/Department of Marketing,
dated 9/13/2021 are approved as follows.

Bargaining Unit Faculty Approval

The bargaining unit faculty approved the bylaws by a vote of 7 to 0

Charles D. Huber

Bargaining Unit Faculty Representative

9/24/21

Date

Dean Approval

[Signature]
Dean(s)

10/1/21
Date

Faculty Governance Committee Approval

[Signature]
Co-Chair (AAUP Representative)

4/25/2022
Date

[Signature]
Co-Chair (University Representative)

20 April 2022

Date