

The University of West Florida  
Department of Marketing and Economics  
Criteria for Tenure and Promotion

STANDARDS TO BE MET BY FACULTY IN THE DEPARTMENT OF MARKETING  
AND ECONOMICS TO BE ELIGIBLE TO SIT FOR TENURE OR PROMOTION  
Supercedes: proposals dated 11/14/2000, 9/28/2000, and 6/23/98

These standards, developed by the chair with the assistance of the faculty were approved by unanimous vote of the faculty on this date (2/02/01) for use in consideration of all faculty seeking tenure and promotion in the department. It is expected that these standards will be reviewed and reaffirmed by vote of the faculty at least every three years from the effective date.

Departmental standards for tenure and promotion are supplemental to those found in the collective bargaining agreement between the United Faculty of Florida and the SUS, those criteria and standards stipulated in Florida statute, BOR rules, and the additional criteria found in The University of West Florida standards that apply to reappointment, tenure, and promotion.

PROMOTION TO ASSOCIATE PROFESSOR DECISION

Teaching

1. A majority (in the period since the candidate's hire date) of annual evaluation of teaching ratings must be "above average." A minimum of one annual evaluation must be "outstanding."

Research

1. Publication of a minimum of four (4) peer-reviewed (refereed) research articles in academic journals in the candidate's discipline. A minimum of three (3) of these must carry publication dates of after the candidate joined the university.
2. Tangible evidence of the expression of creative and scholarly activity in other venues. Expression of creative and scholarly activity in other venues includes, but is not limited to:
  - additional peer-refereed journal articles
  - authorship or co-authorship of academic conference proceeding
  - authorship or co-authorship in whole or in part of books whose primary audience is composed of academics;
  - authorship or co-authorship in whole or in part of books whose primary audience is composed of practitioners;
  - authorship or co-authorship in whole or in part of work relevant to the candidate's field disseminated via film or electronic media;
  - Principal Investigator or Co-PI of awarded external grants for projects that will advance knowledge in the candidate's field

Service

1. A majority (in the period since the candidate's hire date) of annual evaluation of service ratings must be "average." A minimum of two annual evaluations in this period must be "above average" or better.



## PROMOTION TO PROFESSOR DECISION

### Balanced Teaching-Research-Service Track

#### Teaching

1. A majority (in the period since the candidate's award of current rank, which normally will be at least four (4) years) of annual evaluation of teaching ratings must be "above average." A minimum of two annual evaluations must be "outstanding."

#### Research

1. Publication of a minimum of eight (8) peer-reviewed (refereed) research articles in academic journals in the candidate's discipline. A minimum of four (4) of these must carry publication dates of after the award of the candidate's current rank, and during his/her tenure at our institution.
2. Tangible evidence of the expression of creative and scholarly activity in a range of other venues. Expression of creative and scholarly activity in other venues includes, but is not limited to:
  - additional peer-refereed journal articles
  - authorship or co-authorship of academic conference proceedings; authorship or co-authorship in whole or in part of books whose primary audience is composed of academics;
  - authorship or co-authorship in whole or in part of books whose primary audience is composed of practitioners;
  - authorship or co-authorship in whole or in part of work relevant to the candidate's field disseminated via film or electronic media;
  - Principal Investigator or Co-PI of awarded external grants for projects that will advance knowledge in the candidate's field

#### Service

1. A majority (in the period since the candidate's award of current rank, which will normally be at least four (4) years) of annual evaluation of service ratings must be "above average." A minimum of two annual evaluations in this period must be "outstanding."

## TENURE DECISION

### Teaching

1. A majority (in the period since the candidate's hire date) of annual evaluation of teaching ratings must be "above average." A minimum of one annual evaluation must be "outstanding."

### Research

1. Publication of a minimum of three (3) peer-reviewed (refereed) research articles in academic journals in the candidate's discipline. A minimum of two (2) of these must carry publication dates of after the candidate joined the university.
2. Tangible evidence of the expression of creative and scholarly activity in other venues. Expression of creative and scholarly activity in other venues includes, but is not limited to:
  - additional peer-refereed journal articles
  - authorship or co-authorship of academic conference proceedings;
  - authorship or co-authorship in whole or in part of books whose primary audience is composed of academics;
  - authorship or co-authorship in whole or in part of books whose primary audience is composed of practitioners;
  - authorship or co-authorship in whole or in part of work relevant to the candidate's field disseminated via film or electronic media;
  - Principal Investigator or Co-PI of awarded external grants for projects that will advance knowledge in the candidate's field

### Service

1. A majority (in the period since the candidate's hire date) of annual evaluation of service ratings must be "average." A minimum of two annual evaluations in this period must be "above average" or better.