

Bylaws of the Faculty

Department of Marketing College of Business Administration The University of Central Florida Approved by Faculty 08/27/19

PART / FUNCTIONS

The faculty of the Department of Marketing shall govern the Department consistent with the College of Business Bylaws, Regulations of UCF/SUS, the current Collective Bargaining Agreement, and the UCF Faculty Senate.

Consistent with the bylaws and regulations referenced above, the faculty of the Department of Marketing shall be responsible for its academic affairs, which include:

1. Undergraduate, Masters, and PhD program curricula,
2. Standards for the course offerings in the above programs.

The faculty shall also have other prerogatives as explained elsewhere in these bylaws. Consistent with the general governance system for the College, the faculty of the Department of Marketing may exercise a pivotal role regarding admission, retention, and graduation standards for marketing programs; the marketing component of the curriculum offered and required of marketing majors and minors, professional selling minors; and other matters necessary for compliance with AACSB and SACSCOC Accreditation Standards.

PART // FACULTY MEMBERSHIP IN THE DEPARTMENT

Membership shall consist of all full-time faculty in the Department regardless of rank, tenure, or tenure-earning status. Only tenured members may vote on tenure issues. For purposes of Accreditation, faculty will be considered as either participating or supporting faculty members. A "participating" faculty member is one who is a member of the Department faculty as defined above. A "supporting" faculty member is anyone who teaches for the Department of Marketing, but is not a member of the Department.

The Faculty of the Department shall vote to approve matters related to the academic affairs of the Department as defined in Part I. Votes on other matters, unless specifically exempted in these Bylaws, shall be interpreted as recommendations to the Chair.

PART III

DEPARTMENT ORGANIZATION

The head of the Department of Marketing is a Chair. The Chair reports directly to the Dean of the College. An Associate Chair reports directly to the Chair. If an academic entity is organized within the Department, the head of that entity reports to the Department Chair, unless otherwise approved by the faculty, Chair, and Dean.

By vote of the participating faculty in the Department, the faculty shall approve the establishment or elimination of academic units or centers, bureaus, institutes, or other Department entities that directly affect academic matters. Upon approval of such, the CBA Faculty Assembly will vote upon the establishment or elimination of such units.

Chair

The Chair of the Department is responsible for the leadership and overall organization and operation of the Department. The Chair represents the Department to the College and University administrations, local, regional and national business organizations, and to appropriate professional groups such as the AACSB.

The Chair serves at the pleasure of the Dean of the College. The Chair shall be responsible for:

1. Articulating the strategic plans guiding the long-term development of the Department, with special attention paid to staffing plans and faculty development strategies;
2. Planning course offerings, schedules, and teaching assignments;
3. Recruiting faculty necessary to implement the programs of the unit on all UCF campuses in accordance with the UCF Search Committee Handbook;
4. Guiding the process of curriculum development by the faculty in the unit;
5. Representing the unit to other administrators, staff, and members of the business community;
6. Conducting annual evaluations of all faculty members in the academic unit, discussing faculty career development plans, and making recommendations for promotion and tenure of unit faculty;
7. Developing budgets and equipment and physical facilities plans for the academic unit;
8. Carrying out other duties as may be requested by the unit faculty or assigned by the Dean; and
9. Overseeing the activities of the Associate Chair.

PART IV EVALUATIONS

The Department Chair will be evaluated every five years by unit faculty and shall be evaluated annually by the Dean. Fifth-year evaluations of the Chair by the Dean will take into consideration feedback from the unit's fulltime faculty. Faculty surveys and other sources of faculty feedback requested by the Dean will be due before the end of the spring semester.

All faculty members shall be evaluated annually by the Department Chair. A committee of all tenured faculty will provide annual developmental feedback to tenure-earning faculty, and make recommendations regarding promotion and tenure of unit faculty in accordance with prescribed UCF policy and procedures.

PART V DEPARTMENT MEETINGS

Department meetings must be held at least once each semester as arranged by the Chair. Written notice and a tentative agenda shall be sent to each member of the faculty at least two weeks in advance of the date of a regular meeting. Faculty wishing to include items on the agenda must do so within one week of this notice. A formal agenda will be provided to all faculty members at least three business days prior to the meeting. Reports and documents related to items scheduled for votes must be circulated electronically and/or via hard copy to all faculty members three business days prior to the meeting.

Special meetings may be held at the call of the Chair or upon the written request of 15% of the Department faculty membership.

Minutes of Department meetings shall be circulated to all faculty within two weeks after any meeting.

Quorum

Voting on any matter requires a quorum. One-half of the faculty membership plus one must be physically present or present by proxy to constitute a quorum. A roll call will be conducted at the beginning of each meeting to determine whether an adequate number of faculty members are present or present by proxy. Informational matters may be discussed without a quorum. If a faculty member must miss a meeting, that member may vote by a written assignment of proxy delivered to the recording secretary before or during the roll call. Proxy holders shall not be bound by prior agreements with absent faculty members; those assigning proxy rights to colleagues must abide by the votes tendered by their representatives. A member voting by assigned proxy will count toward a quorum and will be noted as being present by proxy at the meeting.

Voting

The faculty will normally vote by a show of hands, plus a count of votes by proxy. A secret ballot must be used upon the request of any member present at the meeting.

Order of Business

The order of business at regular meetings shall be:

1. Roll call;
2. Minutes;
3. Announcements by the Chair;
4. Reports of committees
 - Items for vote;
5. Unfinished business
 - Items for vote;
6. New business.

The regular order of business may be suspended at any meeting by a two-thirds vote of the members present or present by proxy.

Parliamentary Authority

The current edition of *Robert's Rules of Order* shall govern the conduct of Department meetings and committee meetings in all cases to which they are applicable and in which they are not inconsistent with these Bylaws or with the College Bylaws or regulations of UCF. Source: Robert's Rules of Order, 11th Edition, 2011. Henry M. Robert II, Daniel H. Hanemann, Thomas J. Balch, Daniel E. Seabold, Shmuel Gerber. Philadelphia, PA: Da Capo Press. ISBN-13: 978-0306820205

PART VI DEPARTMENT STANDING COMMITTEES

The standing committees of the Department of Marketing are the Promotion and Tenure Committee, Undergraduate Programs Committee, Masters Programs Committee, Doctoral Program Committee, Research Committee, and Instructor/Lecturer Promotion Committee. The Department Chair may also appoint ad hoc (task) committees.

With the exception of the Department Promotion and Tenure Committee, members will be elected by a vote of the faculty. Elections will be held as soon as practicable after Chair meetings with individual faculty members to set individual goals for the following year. Elections will be conducted in two stages: (1) nominations are solicited from members of the faculty, and (2) elections are held using a ballot noting faculty members' expressed interests in serving on specific committees. The membership of the Promotion and Tenure Committee is ongoing. All elected Department committee memberships are for a period of two years, beginning August 8 and ending August 7. A faculty member may serve a maximum of two consecutive terms on a committee. With the exception of the Doctoral Program Committee, at the first meeting of the academic year, each Department committee will elect a chair from its membership by a simple majority vote, with the term lasting one year. If for some reason a vacancy arises in one or more committees, the Department Chair shall appoint a replacement. In the event that a committee member must temporarily excuse him/herself from a committee due to a conflict of interest, the Department Chair will appoint a temporary replacement. All committees will operate in accordance with the latest edition of *Robert's Rules of Order*, excepting that the chair has a vote.

With the exception of the Promotion and Tenure committee, each committee will compile minutes of each meeting and publish them to all faculty members within two weeks of the meeting. Minutes of all committee meetings must begin with a listing of members in attendance.

The chair of each committee will call all meetings, with at least one week's notice given to all members. If 25% of a committee requests a meeting, that committee will hold a meeting within two weeks of the request. Emergency meetings can be held with less notice if all members of the committee concur.

Promotion and Tenure Committee

Charge: This Committee makes recommendations to the Chair regarding all tenure decisions and promotions within the Department. The committee also conducts evaluations of and provides written developmental feedback to all tenure-earning faculty members each year.

Composition: All tenured faculty members in the Department. For promotion and tenure cases, the department representative to the College or University P&T committee may not serve on the Department P&T committee. In cases of promotion to the rank of Professor in which the Department does not have a sufficient number of Professor-rank faculty to serve, the Department Chair, in consultation with the Dean, will select and request service from appropriately qualified committee members from outside the Department.

Duties and Responsibilities: See Appendix A.

Undergraduate Programs Committee

Charge: The undergraduate programs committee is the primary body responsible for reviewing, evaluating, and improving the undergraduate curriculum within the Department. Responsibilities encompass all aspects of marketing undergraduate core classes, the marketing major, marketing minor, professional selling minor, professional selling program, all marketing courses that service other majors/minors, and all aspects of assurance of learning for the major and core marketing courses.

Composition: Six faculty members duly elected by the faculty. As much as practicable, all ranks and tenure status should be represented.

Duties and Responsibilities: See Appendix B.

Masters' Programs Committee

Charge: The Master's Program Committee is responsible for evaluating and guiding the continuous improvement of the Department master's program marketing courses.

Composition: Three tenured/tenure-earning faculty members duly elected by the faculty.

Duties and Responsibilities: See Appendix C.

Doctoral Program Committee

Charge: The Doctoral Program Committee is responsible for evaluating and guiding the continuous improvement of the marketing PhD program.

Composition: Five tenured/tenure-earning faculty members duly elected by the faculty, plus the Doctoral Program Coordinator, who also serves as Chair of the committee. As much as practicable, all ranks should be represented.

Duties and Responsibilities: See Appendix D.

Research Committee

Charge: The Research Committee fosters academic research within the Department.

Composition rules: Five tenured/tenure-earning faculty members duly elected by the faculty. As much as practicable, all ranks should be represented.

Duties and Responsibilities: See Appendix E.

Instructor/Lecturer Promotion Committee

Charge: Committee responsibilities encompass making recommendations and comments on all department instructor/lecturer applications for promotion.

Composition rules (per UCF regulation): At least two Instructors and/or Lecturers at or above the rank being sought by the applicant(s), plus three tenured/tenure-earning faculty members from the Department faculty. The College Instructor/Lecturer committee representative may not serve on the Department committee. The Department Chair may not serve on the Department committee.

Duties and Responsibilities: See Appendix F.

Faculty Search Committees-Ad hoc

Each year, upon approval of the Dean, the Department may undertake searches for full-time faculty and/or staff. The number of searches varies from year to year. The timing of the searches is a function of Department needs and the schedule for the national job market for tenure-track faculty members. The Department Chair, as hiring officer, will appoint faculty members to serve on search committees. Search committees act in an advisory capacity to the hiring officer. All policies and procedures for the conduct of faculty searches are specified in detail in a search publication by EEO/AA/OIE

(<http://www.oie.ucf.edu/documents/SearchScreeningGuidelines>).

Duties and Responsibilities: See Appendix G.

Doctoral Program Coordinator

Charge: The Doctoral Program Coordinator is responsible for overseeing all aspects of the Department's Ph.D. program, including curriculum, student admissions and program progress, examinations, dissertation progress, and placement.

Selection: Appointed by the Department Chair, with concurrence of the Dean of the College.

Duties and Responsibilities: See Appendix H.

PART VIII AMENDMENT OF THE BYLAWS

A motion to change the foregoing Bylaws may be offered at any regular or special meeting of the Department faculty, if written notice of the change has been sent to each member of the faculty at least two weeks before the meeting. Approval of any amendments to the Bylaws requires a two-thirds majority vote of the Department faculty membership.

A copy of the Department Bylaws can be found on the Department's shared drive.

Appendices

Committee Duties and Responsibilities

A. Promotion and Tenure Committee

- Conduct CPE evaluations of all tenure-earning faculty members in the spring of each year.
- Collaborate with Department Chair in selecting external reviewers for promotion and/or tenure applicants per UCF P&T regulation.
- Conduct evaluation of each tenure-earning faculty member applying for P&T per University policies/guidelines; this will take place in the fall. Department representatives elected to College and/or University P&T committees cannot participate in department deliberations.
- Provide advice on P&T issues to Chair and/or Dean as required/requested.

B. Undergraduate Programs Committee

- Review, plan, and propose curriculum and course revisions, additions, deletions, etc.
- Evaluate and select scholarship recipients (Aspley, PSP, Wells Fargo, etc.).
- Nominate students for awards (Order of Pegasus, Founders Day, etc.).
- Make recommendations on any student petitions/appeals referred to the committee by the Department Chair.
- Review periodically and initiate recommendations concerning educational/pedagogical standards and expectations (extra-credit, office hours, etc.).
- Review periodically and initiate recommendations concerning marketing internship standards.
- Review periodically and initiate recommendations concerning PSP program policies and procedures.
- Participate in the PSP student selection process.
- Oversee honors in the major for the Department.
- Oversee student organizations (PSE, AMA, SMPS, Sales Club, etc.) and how they relate to the department.
- Oversee and update Department web site information.
- Compile and report information for AACSB and other accreditation reviews as requested.
- Oversee and make recommendations regarding technology/software as applied to teaching/learning.
- Conduct orientation session for new faculty members on department teaching standards and expectations.
- Oversee and conduct the yearly assessment of Department of Marketing undergraduate required courses.
- Distribute the department assurance of learning program document to faculty members prior to each academic term and ensure that individual faculty members know what data s/he has to collect and when it is to be submitted to the College.
- Oversee the AOL data collection process.
- Construct the yearly assurance of learning outcomes report. This entails reviewing the results relative to program benchmarks, drawing conclusions, and making recommendations to the department regarding curriculum revisions, structure, pedagogy, etc. This is called "closing the loop."

- Evaluate and make recommendations concerning needed revisions to the assurance of learning program (procedures, learning outcomes, metrics); present recommendations to the Department for approval.
- Make recommendations to the undergraduate programs committee and the master's program committees as to course/curriculum changes highlighted by assessment outcomes.
- Oversee behavioral lab policies and procedures; coordinate with the Graduate Programs and Research Committee.
- Assume special projects as requested by the Chair and/or Dean.

C. Masters' Programs Committee

- Review, plan and propose curriculum and course revisions, additions, deletions, etc., for master's level marketing courses.
- Make recommendations on any student petitions/appeals referred to the committee by the Department Chair.
- Review periodically and initiate recommendations concerning educational/pedagogical standards and expectations as applied to master's programs.
- Oversee and conduct the yearly assessment of Department of Marketing core courses in the graduate programs.
- Compile and report information for AACSB and other accreditation reviews as requested.
- Oversee and make recommendations regarding technology/software applications to graduate teaching.
- Assume special projects as requested by the Chair and/or Dean.

D. Doctoral Program Committee

- Review, plan and propose curriculum and course revisions, additions, deletions, etc., for the PhD program .
- Oversee and conduct the yearly assurance of learning assessment process for the Department's PhD program.
- Review, plan and propose program policies/procedures/structure changes for the PhD program.
- Organize and conduct PhD applicant interviews and make admission recommendations.
- Review student dossiers and select the AMA Doctoral Consortium (and other consortia) representative(s).
- Select students to forward to the College to compete for Excellence in Doctoral teaching and Doctoral research awards.
- Work with Doctoral Coordinator to evaluate PhD students' performance and progress.
- Construct and evaluate PhD first-year and comprehensive examinations .
- Make recommendations on any student petitions/appeals referred to the committee by the Department Chair.
- Review periodically and initiate recommendations concerning educational/pedagogical standards and expectations as applied to the PhD program.
- Conduct PhD student orientation regarding teaching standards and expectations.
- Compile and report information for AACSB and other accreditation reviews as requested.
- Assume special projects as requested by the Chair and/or Dean.

E. Research Committee

- Periodically review journal categorizations and make recommendations as needed.
- Oversee behavioral lab policies and procedures.
- Inform faculty about grant program opportunities.
- Manage the department research workshop speaker series (internal and external).
- Compile and report information for AACSB and other accreditation reviews as requested.
- Oversee and make recommendations regarding technology/software applications to research.
- Assume special projects as requested by the Chair and/or Dean.

F. Instructor/Lecturer Promotion Committee

- Evaluate each applicant dossier per the published University schedule.
- Complete form AA-16 (I/L) and include comments and final recommendation on promotion.
- Record results of committee votes electronically.
- Committee must explain all split votes and committee member abstentions in its comments.
- Forward the electronic form AA-16, to the Department Chair prior to the University deadline.

G. Faculty Search Committees-Ad Hoc

- Comprised of a minimum of three members, appointed by the hiring official (Department Chair).
- Review and screen all applicants relative to the specific hiring criteria specified in the position advertisement.
- Ensure compliance with EEO/AA/OIE standards, policies, and procedures in the conduct of search activities.
- In accordance with UCF's Search and Screening Guidelines (http://www.oie.ucf.edu/documents/SearchScreeningGuidelines_), the end result of the committee's work will be a recommendation to the hiring official in one of two forms: a) a list of all acceptable candidates, or b) a list of all candidates with strengths and weaknesses noted for each. Note: UCF's guidelines clearly state that the committee's recommendation should not include a numerical ranking of the candidates.
- After final on-campus interviews with candidates, the search committee will call a meeting of all members of the faculty to discuss the candidates. The meeting will take place at a time and place that ensures that most faculty members can attend. Depending on the form of recommendation requested by the hiring official, votes may be taken at that meeting in a manner that will indicate the acceptability of each candidate. Search committee members will participate in the voting.
- If the committee's charge has been to recommend all acceptable candidates, then they will report the votes taken at the general faculty meeting on each candidate, indicating his/her acceptability. If their charge has been to provide a listing of candidates with strengths and weaknesses, then a summary document will be generated that incorporates comments made at the general faculty meeting on each candidate. If the charge is to indicate both acceptability and strengths/weaknesses, then votes and descriptive summaries will be provided by the committee. The committee will convey the findings to the hiring official in the form of minutes of the two meetings.

H. Doctoral Program Coordinator

- Serve as Chair of the Department Doctoral Program Committee.
- Serve as Department representative on the College DPRC.
- Coordinate student recruiting, screening, selection, and admission processes.
- Advise students on all aspects of the program.
- Oversee student performance evaluations, program progress, examinations, and dissertation progress.
- Keep records of applicant qualifications, student performance, teaching assignments, placements, etc.
- Oversee and ensure that assurance of learning reports are written per College schedule.
- Advise the Department Chair and Associate Chair on Ph.D. seminar teaching assignments, Ph.D. student teaching assignments, and GA assignments.
- Report to Department Chair in a timely manner any student deficiencies and recommend solutions to problem(s).
- Make recommendations on student terminations; communicate decisions to students.