

## Faculty Qualifications Marketing

### **Baccalaureate Courses**

SACS Credential Guidelines (Standard 3.7.1(d) provide that:

*Faculty teaching baccalaureate courses [must possess a] doctorate or master's degree in the teaching discipline or master's degree with a concentration in the teaching discipline (minimum of 18 graduate semester hours in the teaching discipline.*

### **Marketing Interpretation**

Faculty must hold a Ph.D., MBA, or equivalent degree from an accredited institution in marketing, business, or applied psychology, sociology, anthropology, mass communication/advertising, industrial engineering, public policy, and other fields related to marketing. If the faculty member does not have a Ph.D. or equivalent, they may teach undergraduate courses if they have met one of the following criteria: (1) 18 graduate semester hours in the discipline and hold a master's degree in any field; or (2) hold a master's degree with a major in the discipline. In exceptional cases, several years of marketing experience in the profit or not-for-profit sector may substitute for the academic preparation in (1) or (2) above. Qualifications expected for adjunct faculty are the same as those for full time faculty; however, in exceptional cases, significant marketing experience (a management/executive position characterized by substantial authority and responsibility) in the profit or not-for-profit sector may substitute for the academic preparation in (1) or (2) above. Doctoral students will only be allowed to teach at the undergraduate level after completion of at least one year of full-time study at the Ph.D. level.

### **Graduate and Post-Baccalaureate Work:**

SACS Credential Guidelines (Standard 3.7.1(e) provide that:

*Faculty teaching graduate and post-baccalaureate course work [must possess an] earned doctorate/terminal degree in the teaching discipline or a related discipline.*

### **Marketing interpretation**

Faculty must hold a Ph.D. or equivalent degree from an accredited institution in marketing, business, applied psychology, sociology, anthropology, mass communication/advertising, industrial engineering, public policy, or other field related to marketing. Only faculty with terminal degrees will teach graduate courses at the masters or Ph.D. levels. Doctoral students will not be allowed to teach at the graduate level until after their admission to candidacy in the Ph.D. program.

