

Graduate Faculty Qualifications Criteria

School of Supply Chain, Marketing and Management

Alternate Criteria for

MKT 7850 Special Topics – Fundamentals of Python and AI

MKT 7950 Marketing Analytics: Big Data and Predictions

Instructors of these courses must meet the criteria below:

- ☐ 1. Master's degree in business or closely related field (e.g., business analytics, marketing analytics, marketing, etc.).
- ☐ 2. A minimum of three years' experience (work experience, research and/or consulting) within the last five years in fields such as business analytics marketing analytics, market research, data science or related field, with experience including but not limited to:
 - a. ____practical applications of tools, technologies, software and skills, used for applications such as prediction, market intelligence or marketing analytics.
 - b. ____Specific data analytic methodologies covered include predictive analytics, data mining, text mining, and Big Data-related applications.
 - c. ____SQL and database design applications
 - d. ____Python applications (and modules NumPy and Pandas)
 - e. ____Other analytical tools appropriate for Big Data analysis
- ☐ 3. Otherwise qualified under Instructional Professional standards (AACSB as currently adopted by RSCOB and incorporated by reference) with a minimum of three activities listed below within the previous three years:
 - ☐ Member of a business or professionally oriented board closely related to the field of business analytics
 - ☐ Acquisition or maintenance of relevant professional certification or warrants
 - ☐ Development, presentation, or completion of continuing professional education courses in the field business analytics
 - ☐ Consulting or publishing in areas relevant to business analytics
 - ☐ Playing a significant role as an employee within an analytics-intensive enterprise
 - ☐ Successful performance of similar professional-related activities, which involve data analysis, insights and recommendations for a business-related organization.
- ☐ 4. Candidates submit a CV or resume documenting their qualifications.