

Faculty Qualifications Matrix - Marketing

APSU Course Rubric	Minimum Faculty Qualifications	Qualifying Disciplines	Acceptable Alternative Qualifications
All MKT Undergraduate courses	Master's Degree in Marketing, or Master's Degree in Business with 18 graduate hours in Marketing	Marketing	Master's Degree in Business, Public Relations, or Communication, and 3+ years of professional experience in marketing
All MKT graduate courses	Doctoral Degree in Marketing or related field	Marketing	