

Policy name	DVIP policy		
Owner	MARKTG	Date of approval	January 17, 2025
Author/Administrator	Tilde Heding	Next review date	February, 2026
Approved by	Thyra Uth Thomsen	Policy version	V1

The Department of Marketing (MARKTG) has around 60 external teachers (DVIP); mostly external lecturers (EL) but also some teaching assistants (TA). The DVIPs are an important and necessary part of MARKTG with their contribution to teaching at the department’s many educational programs and courses. In addition to this, they strengthen relations to practitioners and the industry to the benefit of the department and its students.

It is a key priority for MARKTG to integrate the DVIPs as effectively as possible in the research environment of the department to ensure the quality of teaching and that the teaching is connected to the research base of the department. Furthermore, MARKTG wants to make sure that DVIP participate in pedagogical development.

Towards this goal, MARKTG has outlined the following functions and procedures.

FUNCTIONS

DVIP Admin

The department’s DVIP Admin administers courses, Prophix hours, etcetera. The DVIP Admin also plays an active role in welcoming new DVIPs, guiding them on how to enroll in mandatory pedagogical courses, sending out relevant info and extending contracts.

DVIP Coordinator

The department’s DVIP coordinator is the main academic contact person for all DVIPs and serves as the bridge between our VIPs and DVIPs. The DVIP Coordinator plays an active role in recruitment of DVIP, welcomes all new DVIPs to the department, and advises on contract extensions. Upon request, the DVIP Coordinator provides advice or refers DVIP to colleagues for guidance on theoretical and methodological aspects related to supervising Master theses. The DVIP Coordinator and the Deputy Head for Teaching arrange two annual DVIP workshops/seminars.

Course Coordinators

MARKTG’s course coordinators also play an important role. The course coordinators serve as “buddies” for the DVIP that teach in their courses as “go-to” academic support in relation to teaching and exams. The

course coordinators monitor course evaluations and instigate necessary support in case of problematic evaluations.

Deputy Head for Teaching

The Deputy Head for Teaching plays an active role in the recruitment of new DVIPs. Furthermore, the Deputy Head for Teaching assists in arranging one annual DVIP seminar (with a focus on teaching) and advises course coordinators in case of problematic course evaluations.

Senior VIP Assessor

The department has a senior scholar as the DVIP Assessor responsible for assessing the academic qualifications of applicants. The Senior Assessor assesses if EL can take on exams and thesis supervision. The Senior Assessor can also sign off on TA becoming examiners, while it rests with the Dean of Education to sign off on them becoming thesis supervisors upon request by the Deputy Head for Teaching.

Head of Department

MARKTG Head of Department plays an active role in recruiting and hiring DVIPs as well as contract extensions.

PROCEDURES

Appointment

Interested candidates may send an expression of interest to the Deputy Head for Teaching or apply for an advertised external lecturer position. When hiring a new DVIP, MARKTG puts strong emphasis on matching the candidate's competences with the research and teaching profile of the department. The Head of Department formally approves all calls for new DVIP positions, and all new DVIP recruitments and extensions are formally approved by the Senior Assessor and the Head of Department.

Thesis supervision

Based on their academic qualifications, external lecturers (EL) are allowed to supervise master theses if they are approved to do so by the MARKTG Senior Assessor. It is required for all master thesis supervisors to attend the course on master thesis supervision offered by CBS' Educational Development and Quality unit. If teaching assistants (TA) wish to supervise master theses, the Deputy Head for Teaching must attain the approval from the Dean of Education. If EL or TA wish to supervise bachelor projects they must be approved by the course coordinator at the relevant program.

Welcome

All new DVIPs will be welcomed and given a tour of the department by the DVIP coordinator. Our DVIP Admin sends out an onboarding manual with all relevant information about DVIP employment at CBS. Upon welcome, the DVIP Admin will inform about the mandatory courses provided by Educational Development and Quality, courses for which the DVIP will be remunerated. A short bio will be published on the department's website.

Quality assurance and pedagogical development

It is required for all newly recruited DVIP to attend the two-day course "Learning to teach" (remunerated), offered by CBS' Educational Development and Quality unit. DVIP who supervise master theses are required to attend a course on supervision (also remunerated). In addition to these mandatory courses, DVIPs are regularly encouraged to attend pedagogical courses and webinars. Participation in non-mandatory courses is remunerated only if remuneration is pre-approved by the departmental DVIP Admin.

Collaboration between VIP and DVIP

The department encourages collaboration between VIP and DVIP in e.g. co-teaching sessions, book projects, and case-development. All DVIP must participate in all teachers' meetings led by the responsible course coordinator at the program where they are involved.

Seminars/workshops

The department runs two annual workshops targeted at DVIP. One of the workshops focuses on research and is designed by a senior researcher with the assistance of the DVIP admin and coordinator. The other workshop addresses pedagogical issues and state-of-the art teaching methods. The latter workshop will be organized in collaboration with CBS' Educational Development & Quality unit and selected course coordinators. It is not mandatory for DVIP to participate but they are strongly encouraged to do so and we register participation – also to remunerate their time. DVIP will also be invited to PhD defenses, inaugural lectures and other public events where MARKTG scholars present their research.

Contract extensions & follow up

Contract extensions are administered by the DVIP Admin, initiated by the DVIP Coordinator and assessed by the Senior DVIP Assessor and formally approved by the Head of Department. Before extending a contract

the DVIP Coordinator asks Course Coordinators and the Deputy Head for Teaching about their interest in contract extension based on future teaching needs/past evaluations. In case there is interest in contract extension, both by the department and the DVIP, the DVIP must provide an updated CV. Following this the DVIP coordinator will ask the DVIP Admin to initiate contract extension procedures.

Also, once every year, the DVIP Coordinator invites those DVIP whose contracts are to expire within a year to a meeting. At the meeting DVIP can share ideas, concerns, and/or best practice. If needed, after the meeting the DVIP can ask the DVIP Coordinator for an individual follow-up conversation.

Depending on the topic/needs, these dialogues may be conducted by the DVIP Coordinator, the Deputy Head for Teaching, or the Head of Department. Permanently employed DVIP are invited to performance and development reviews every third year. These meetings follow the above procedure.