

**REVISITING FACULTY COMPETENCY FOR TEACHING MARKETING SUBJECTS:  
ADD-ONS TO ACADEMIC PREPARATIONS**

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**ABSTRACT**

More than an intuitive process, effective teaching carries with both theoretical knowledge and a repertoire of teaching skills, as well as a mastery of real life situations bearing on the subject matter at hand.

Along with the baccalaureate degree for business, economics, finance, marketing, and management to qualify one to teach business courses, the passing of the licensure examinations for teachers, postgraduate degrees, and corporate practice are must requirements for the hiring of teachers in the college of business administration.

The increasing standards may discourage professional teachers from pursuing teaching business courses as a career. Higher standards could contribute to a teacher shortage since would-be teachers may find themselves denied the opportunity to teach because they lack other

qualifications aside from their academic preparations to teach business courses. Be that as it may, developing core competencies for students knows no limits.

**COMPETENCY REQUIREMENTS: GOVERNMENT  
AND PRIVATE INSTITUTIONS:**

The Commission on Higher Education (CHED), Philippines outlined the minimum requirements for faculty members, chairpersons, and deans in the College of Business Administration, including, but not limited to academic preparations, years of teaching and/or administrative experiences, and postgraduate studies. In addition, schools are encouraged by the said mandate to invite qualified business practitioners and entrepreneurs to teach in the program. Opportunities for faculty development should be made available too, hence the need to become members of prestigious professional organizations become imperative.