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Tenure track Position in Marketing (Open Rank)

American University: Kogod School of Business

Location **Open Date**
Washington, D.C. Jun 11, 2018

Description

The Department of Marketing invites applications for a tenure track faculty position beginning Fall 2019 with a focus on Marketing Analytics and/or Digital Marketing. This is one of two positions we are recruiting for a Fall 2019 start. [The other position has a separate position announcement and seeks candidates with a teaching and/or research interest in consumer well-being (including public policy issues), marketing strategy, and/or marketing communication.] Rank is open. We are seeking candidates who have a Ph.D. or anticipated Ph.D. by August 2019 in marketing (or a related field), strong academic credentials, strong evidence for and/or potential to publish high quality research in top marketing journals and who are effective teachers. Preference will be given to candidates with teaching and/or research interests in marketing analytics, digital marketing and related topics.

The Marketing Department currently has eleven full-time faculty members and a highly collegial environment. While the faculty in the marketing group has diverse research interests, a common theme is an interest in consumer well-being. Additionally, many of the faculty members leverage research opportunities uniquely associated with the Washington DC area and investigate issues of relevance to public policy, emerging technology, communication and health. Our new, state-of-the-art building and Behavioral Research and Eye-tracking Labs provide a supportive environment for innovative research and high-quality teaching.

The primary teaching focus is in undergraduate and graduate marketing courses, especially the forthcoming (2019) MS in Marketing Analytics. Interest in teaching elective courses such as marketing strategy, consumer behavior or other electives is a plus.

The position offers a competitive teaching load and an attractive salary and benefits commensurate with rank and experience. Review of applications will begin immediately and will continue until the position is filled. The search committee anticipates conducting interviews in August at the American Marketing Association (AMA) meetings.

The Kogod School of Business, ranked in the top 100 Business Schools by Business Week, offers both undergraduate and graduate degree programs in business with a strong focus on experience-based learning. The Kogod School



Application Process

This institution is using Interfolio's Faculty Search to conduct this search. Applicants to this position receive a free Dossier account and can send all application materials, including confidential letters of recommendation, free of charge.

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Washington, DC, is consistently rated one of the most diverse and culturally rich places to live and work. The DC area offers a large array of living options, a fantastic restaurant scene, and an amazing range of cultural attractions, including multiple Smithsonian museums, theaters and year-round markets.

Qualifications

Specifically, the ideal candidate will have an earned doctorate degree (or be near completion) in marketing (or a related field), demonstrate the ability to conduct and publish high-quality scholarship in top academic journals in marketing (e.g. JM, JCR, JMR, etc.) and provide evidence of a continuing stream of research. Research interest in Marketing Analytics and/or Digital Marketing is a key emphasis for this position. Candidates applying to the Associate and Full Professor ranks should have a well-demonstrated record of achievement, including high quality scholarship, outstanding teaching, and active engagement in academic and professional associations.

Application Instructions

Applications should include a letter of application, curriculum vita, copies of publications and/or working papers, names and contact information for three references, and copies of teaching evaluations. All documents must be submitted electronically via Interfolio. Requests for information should be directed to:

Ms. Reena Dwire

Academic Affairs and Grants Coordinator

Kogod School of Business

American University

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