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Assistant Professor - Marketing

[Appalachian State University](#) in North Carolina

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Deadline	Open until filled
Date Posted	September 22, 2017
Type	Tenured, tenure track
Salary	Commensurate with experience

Employment Type Full-time

The Department of Marketing in the Walker College of Business at Appalachian State University invites applications for a tenure-track nine-month faculty position at the rank of Assistant Professor beginning in the Fall of 2018. The degree requirement for the position is a Ph.D./DBA in Marketing from an accredited university. Candidates who are ABD will be considered, but the position requires completion of all doctoral requirements in Marketing by the start of employment (July 1, 2018).

Instructional duties may include student advisement, curriculum development, and online and off-campus instruction, as well as teaching in the MBA program and the MS in Applied Data Analytics program. The Marketing Department is looking for someone who will be able to teach a wide variety of Marketing courses (such as Principles of Marketing, Marketing Research, Consumer Behavior, Sales, Integrated Marketing Communications, Digital Marketing, International Marketing, and Channels). The teaching load is 3 class sections per semester (usually with no more

than 2 preps) with a course release in the new faculty member's first semester. Faculty members will be expected to fulfill both research and service requirements as well.

Marketing is one of six departments in the John A. Walker College of Business. The approximately 120 undergraduate students per year who complete the required coursework in Marketing receive a Bachelor of Science in Business Administration degree with a major in Marketing. A minor in Marketing is also offered to non-business majors. Graduate level courses are offered in both on and off campus MBA programs. The marketing department consists of 11 tenure track positions, 1 fulltime instructor, and 3 adjunct faculty.

Appalachian State University is a member institution of the seventeen-campus University of North Carolina system. Located in Boone, North Carolina, Appalachian has approximately 19,000 students, primarily in bachelors and masters programs in both liberal arts and applied fields. Appalachian has both a traditional residential campus and a variety of distance education programs. Additional information about the Department of Marketing, the university, and the surrounding area can be found at <http://www.appstate.edu> and <http://www.exploreboone.com/>.

Applicants must send a complete application consisting of a cover letter summarizing their academic qualifications, a current and complete vita, and names and addresses of three (3) references.

Applications should be sent to:

Eva Hyatt, Search Committee Chair

Department of Marketing

ASU Box 32090

Appalachian State University

Boone, NC 28608-2115

Electronic applications in pdf or Microsoft Word will be accepted and should be sent via email to appmarketing@appstate.edu.

Review of complete applications will begin immediately and will continue until the position is filled.

Appalachian State University is an Affirmative Action/Equal Opportunity Employer. The University does not discriminate in access to its educational programs and activities, or with respect to hiring, or the terms and conditions of employment on the basis of race, color, national origin, religion, sex, gender identity and expression, political affiliation, age, disability, veteran status, genetic information or sexual orientation.

Individuals with disabilities may request accommodations in the application process by contacting Dr. Eva Hyatt at hyattem@appstate.edu.

Any offer of employment to a successful candidate will be conditioned upon the University's receipt of a satisfactory criminal background report. Documentation of identity and employability of the applicant will be required before the hiring process can be finalized.



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