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# Assistant/Associate Professor of Marketing

Arkansas Tech University in Arkansas

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<b>Deadline</b>	January 03, 2018
<b>Date Posted</b>	December 1, 2017
<b>Type</b>	Tenured, tenure track
<b>Salary</b>	Not specified

**Employment Type** Full-time

## About Arkansas Tech:

Founded in 1909, Arkansas Tech is a state supported comprehensive institution, maintaining regional accreditation from the Higher Learning Commission (HLC) and classification as a Southern Regional Education Board (SREB) level III institution. It is the third-largest in the state with an enrollment close to 12,000 students. The Russellville campus, located in the scenic Arkansas River Valley between the Ozark and Ouachita Mountains, is just one hour from the capital city of Little Rock and boasts a charming blend of historic and modern architecture, including beautiful grounds and greenery. Offering over 100 undergraduate and more than 25 graduate degree programs across seven academic colleges and two campuses, Arkansas Tech strives to provide a solid educational foundation for life-long learning to a diverse community. For more information about Arkansas Tech University and the surrounding community, please visit our website at [www.atu.edu/hr](http://www.atu.edu/hr) to find our “Live Here” informational resources.

**Position Summary:**

The College of Business at Arkansas Tech University, accredited by AACSB, has a faculty opening for a full-time, tenure-track Assistant/Associate Professor position to teach undergraduate and graduate courses in marketing, including digital and social media marketing, retailing, and marketing research with a starting date of August 13, 2018.

**Duties and Responsibilities:**

- Develop and teach undergraduate and graduate courses in the College of Business.
- Effectively advise students.
- Engage students in high impact learning practices.
- Develop a sustainable scholarship program including seeking external funds to support the program.
- Provide impactful departmental, college, university, and professional service to the university, community and state.

**Knowledge, Skills, and Abilities:**

- Knowledge - understanding of academic discipline and teaching pedagogy, utilize a wide range of software and applied techniques related to marketing, including all aspects of digital marketing;
- Skills - organization, leadership, communication;
- Abilities - responsive, collegial

**Required Qualifications:**

- Ph.D. (or ABD with completion prior to February 15, 2019) in Marketing or a closely related business field from a regionally accredited institution.
- Ability to develop a sustainable research program that could incorporate undergraduate students.

**Preferred Qualifications:**

- Terminal degree from an AACSB-accredited institution.
- Evidence of teaching excellence at the university level and commitment to continuous improvement in teaching, mentoring, and working with undergraduate and graduate students.
- Demonstrated abilities in marketing, particularly all aspects of digital marketing such as social media marketing, marketing analytics, and retailing (both traditional and virtual).
- Experience with online instruction.
- Record of scholarly activity and strong research interests in marketing and/or evidence of recent consulting relating to marketing.
- Commitment to creating and fostering industry relationships.

### **What to Submit:**

Resume, cover letter, and a list of five references

To be considered for the Assistant/Associate Professor of Marketing position, all applications and materials must be received and processed through our applicant tracking system Cornerstone by January 3, 2018 before 6:00 pm central time.

Please go to <https://atu.csod.com/ats/careersite/search.aspx?site=1&c=atu> to apply.

This position is subject to a pre-employment criminal background check. A criminal conviction or arrest pending adjudication alone shall not disqualify an applicant in the absence of a relationship to the requirements of the position. Background check information will be used in a confidential, non-discriminatory manner consistent with state and federal law.

Arkansas Tech University is an AA/EOE employer committed to attracting and retaining a diverse workforce. All qualified applicants will receive consideration for employment.



## How To Apply

You can apply for this position online at <https://atu.csod.com/ats/careersite/search.aspx?site=1&c=atu>