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Ball State University

## Assistant/Associate Professor of Marketing

### Description

**ASSISTANT/ASSOCIATE PROFESSOR**

**WITH POSSIBLE CONCENTRATION IN SALES OR SOCIAL MEDIA**

**DEPARTMENT OF MARKETING**

**BALL STATE UNIVERSITY**

**MUNCIE, INDIANA**

**TWO POSITIONS AVAILABLE**

Tenure-track position with specialty in B2B Sales or Social Media or General Marketing available August, 2018. Responsibilities include teaching undergraduate and graduate courses (e.g., introduction to professional selling, sales technology, sales strategy, advanced sales, social media marketing, social media analytics, marketing strategy); conducting research and engaging in service to the university and profession.

### Job Information

**Location:**

Muncie, Indiana, 47306,  
United States

**Job ID:**

35617906

**Posted:**

June 12, 2017

**Position Title:**

Assistant/Associate  
Professor of Marketing

**School Name:**

Ball State University

**Specialties:**

Other

**Do you plan on  
interviewing at the  
Summer AMA  
Conference?:**

Yes

**Position Start Date:**

Fall 2018

**Minimum qualifications:** Doctorate in Marketing or other business-related field from an accredited college or university. (ABD near completion will be considered but degree must be completed by date of appointment); evidence of scholarly research; and teaching experience in marketing/sales/social media or related field.

**Preferred qualifications:** Full-time teaching experience at the university level; teaching experience with new technologies; significant record of publications in refereed journals in the marketing area; and Doctorate in Marketing or other business-related field from an accredited college or university. Preference will be given to those candidates with a specialty in sales also capable of teaching social media marketing and/or marketing analytics.

Ball State University encourages, supports, and celebrates experiential or immersive learning and faculty incorporate such student learning in their teaching.

Send questions to:

Attn: Jenny Johnson, Department of Marketing

Ball State University, Muncie, IN, 47306

(Email: [Marketing@bsu.edu](mailto:Marketing@bsu.edu)).

Review of applications will begin immediately and will continue until the position is filled. ([www.bsu.edu/business](http://www.bsu.edu/business))

Ball State University is an equal opportunity, affirmative action employer and is strongly and actively committed to diversity within its community.

**Position Description Assistant/Associate Professor of**

**Marketing**

**Department of Marketing**

1. I. This position is for an Assistant/Associate Professor to teach and conduct scholarly research in areas that may include introduction to professional selling, sales technology, sales strategy, advanced sales, social media marketing, social media analytics, marketing strategy.

1. II. Characteristics, Duties, and Responsibilities:

1. Teaching: Teach up to 9 semester hours of marketing courses each semester. Teaching load is dependent on performance. Teaching assignments may include undergraduate and graduate courses, including teaching on-line.
2. Research: Keep abreast of recent scholarly developments in marketing and incorporate new learning into teaching. Conduct scholarly research and publish results of research in leading academic and professional publications.
3. Service: Actively contribute professional service to the Department of Marketing and Management, the Miller College of Business, Ball State University, the profession, the Muncie community, and the State of Indiana.

1. III. Minimum Qualifications:

1. Education: Doctorate in marketing or other business related field earned by date of appointment
2. Experience: Evidence of scholarly research and teaching experience in marketing or related field.

1. IV. Preferred Qualifications:

1. Experience: Full-time teaching experience at the university level; teaching experience with new technologies
2. Experience: Significant record of publications in refereed journals in marketing

1. V. Rank: Dependent on qualifications

1. VI. Terms and Conditions of Employment: Tenure probationary period is seven (7) years.

Completion of a doctorate by an accredited institution of higher education in a field of study approved by department chairperson and college dean is expected in order to be eligible for a tenure-track position recommendation. Tenure is not automatic but depends upon excellent

performance, budgetary consideration, tenure density, and the needs of the university.

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