

## Assistant Professor - Marketing

<b>Institution:</b>	Bellevue University
<b>Location:</b>	Bellevue, NE
<b>Category:</b>	Faculty - Business - Marketing and Sales
<b>Posted:</b>	06/29/2018
<b>Application Due:</b>	08/01/2018
<b>Type:</b>	Full Time



Student-centric. Fast-paced. Collaborative. Innovative. These are all words our employees use to describe the Bellevue University work experience. Our reputation as a growing, progressive University requires us to recruit and retain only the most dynamic and qualified individuals in their fields. We aspire to be nationally recognized as the respected and trusted source of learning needed to thrive and succeed in the face of a rapidly changing world. We offer learning experiences that have the ability to create positive change for individuals, for strategic partners and for our nation. To accomplish our strategic plan, we are committed to providing an environment of mutual respect and understanding that promotes open communication, personal and professional development, long-term employees and long-term success. We are committed to fostering a workplace that is challenging and rich with opportunity and reward.

Bellevue University offers quality liberal arts and career-oriented programs at undergraduate and graduate levels to a diverse student body through both in-class and online venues. Our College of Business is currently looking for an energetic and knowledgeable individual to fill our Assistant Professor-Marketing position.

This is a residential position located in Bellevue, Nebraska and has significant and direct student contact. The position is best filled by an enthusiastic, well-rounded and engaged teacher/practitioner interested in a fulltime faculty position.

### **Primary Function**

The primary function of this full-time faculty position is to design, teach, assess and maintain innovative courses in our undergraduate and graduate degree programs, particularly in the area of marketing and related disciplines. Our search places particular emphasis on a candidate's ability to apply innovative marketing techniques and tactics to program and course design and to student instruction. Our goal is to enable students to strategically use contemporary marketing techniques to create and enhance value in their organizations and in their entrepreneurial endeavors.

The successful candidate will have a proven track record of using both digital and traditional media strategies to engage students globally, improve brand management, and create value for the university. The capacity to maintain professional relationships in the business community. Experience with one or more of the following emphasis areas is desired: digital marketing strategy, marketing analytics, and strategic search engine marketing.

### **Essential Duties**

1. Develop and maintain undergraduate and graduate courses in marketing and closely related disciplines that are skills and performance-based.
2. Teach courses in marketing and related business disciplines at the undergraduate and graduate levels.
3. Teach in various modes of delivery (day, evening, online) including new and innovative delivery approaches, at both undergraduate and graduate levels.
4. Develop and update new and existing undergraduate and graduate curriculum in marketing and closely-related disciplines.
5. Collaborate with colleagues to infuse contemporary marketing materials into related coursework.
6. Coach, mentor, evaluate, and assign adjunct faculty to teach courses in marketing.
7. Participate in the development and implementation of program assessment plans for new and existing programs.
8. Engage in research (of a practical and/or theoretical nature) for the purpose of energizing classroom experience and also for remaining academically and professionally qualified.
9. Participate in the University community through faculty sponsorship and leadership in student organizations and service on committees.

### **Qualifications/Skills**

1. Ph.D. in Marketing or closely-related business discipline preferred. Applicants without a Ph.D. will be considered if they possess a Master's degree in Marketing or related business discipline and at least five years of full-time work experience, specifically in marketing.
2. Applied research in marketing, documentation of professional consulting activities in the field and professional marketing certifications are also highly desirable along with a proven track record of using both digital and traditional media strategies.
3. Strong communication skills, the ability to energize and excite a student audience, and to be fully engaged and active in the learning process.
4. Ability to work with international students who come from diverse cultures and backgrounds for whom English is a second language.
5. Teaching experience is required, particularly in an online learning environment.
6. This position requires the faculty member to office at the Bellevue University Campus in Bellevue, NE. This is not a virtual faculty position.

Bellevue University, the largest private, non-profit University in Nebraska, is located just south of Omaha and is part of a vibrant and prosperous metropolitan area of nearly 1 million residents with three major universities and five Fortune 100 companies. Offutt Air Force Base, home to US STRATCOM, is one mile south of the university. We emphasize teaching excellence, cyber-active learning, and interactive education. Benefits (health, dental, vision, tuition, etc.) are available with this position.

In addition to the online application, please provide:

- A letter of Intent
- Resume/CV
- Contact Information for three references
- Statement of Teaching Philosophy

TO: [hrjobs@bellevue.edu](mailto:hrjobs@bellevue.edu) attention Dean Murdock

## APPLICATION INFORMATION

---

**Contact:** Human Resources  
Bellevue University

---

**Online App. Form:** <https://workforcenow.adp.com/myportal/ess/recruitment...>

---

Apply through Institution's Website

© Copyright 2018 Internet Employment Linkage, Inc.