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Bucknell University

## Assistant Professor for Markets, Innovation & Design

### Description

The Markets, Innovation, and Design (MIDE) program at Bucknell University seeks a full-time, tenure-track faculty member to teach a range of courses and to successfully develop a high-quality program of meaningful scholarship to begin in fall 2018. We expect to hire at the Assistant level but will consider outstanding candidates at other ranks. The successful candidate will be qualified to teach a course in marketing principles and an upper-level undergraduate course in design realization, a studio based course in which students gain hands-on experience transforming their ideas into models and prototypes. This position is open to candidates with an array of related disciplinary backgrounds, including not only marketing but also others such as product development, user experience design, product/services design, etc. The College of Management is committed to diversity, inclusion, and student-centered pedagogy, and we seek candidates who share these commitments.

MIDE is one of four programs of study in Bucknell's AACSB accredited College of Management. Overall, the MIDE program incorporates strategic marketing, the design mindset and creative process, deep understanding of consumer-product/service relationships, prototyping based on consumer insights, and managing the marketing process.

Bucknell University embraces the teacher-scholar ideal; therefore, candidates should be dedicated to excellence in teaching and scholarship and desire to make an intellectual contribution in both arenas. In keeping with Bucknell's liberal arts tradition, the College of

### Job Information

**Location:**

Lewisburg, Pennsylvania,  
17837, United States

**Job ID:**

35673551

**Posted:**

June 16, 2017

**Position Title:**

Assistant Professor for  
Markets, Innovation &  
Design

**School Name:**

Bucknell University

**Specialties:**

Other

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

Yes

**Position Start Date:**

Fall 2018

Management supports both conventional scholarship and creative scholarship that transcends traditional disciplinary boundaries. The teaching load for this position is five course sections per academic year. We seek candidates who want to work in a collegial, interdisciplinary environment, collaborate with faculty ranging from the arts to engineering, develop innovative learning experiences, support our students through the mentoring/advising process, and serve the Bucknell University community.

**Job Duration:**

Indefinite

## APPLICATION

Review of applications will begin June 20, 2017 and continue until the position is filled. First-round interviews will be scheduled starting July 1, and search committee members will conduct first-round interviews in August 2017 at the 2017 Summer American Marketing Association Conference in San Francisco in person or by phone or video conference for those unable to attend the meetings.

Applications will only be accepted online through Bucknell's career site ([careers.bucknell.edu](http://careers.bucknell.edu)). Complete files must include a letter of application, a current vita (including the names and contact information of three references), evidence of teaching effectiveness, a statement of teaching philosophy, and a statement of scholarly goals. When the College of Management determines that a candidate should be considered for an on-campus visit, the Search Committee Chair will contact that candidate to request samples of scholarship and three letters of reference. Please do not submit scholarship samples and letters of reference until requested by the Search Committee Chair. Questions about the position should be addressed to the College of Management office at 570-577-1337.

## MANAGEMENT PROGRAMS AT BUCKNELL

The approximately 550 students in the College of Management may choose among four highly interdisciplinary programs that combine courses in the various disciplines of management with offerings in the arts, humanities, natural and social sciences, and engineering. The College's four major programs include: Accounting & Financial Management; Global Management; Managing for Sustainability; and Markets, Innovation & Design. The curriculum is available at <http://www.bucknell.edu/x61930.xml>.

In addition, the College of Management offers a Bachelor of Management for Engineers degree and an assortment of management electives to students across the University. In doing so we aim to address a pressing societal need for well-educated college graduates who understand the basic structures, operating mechanisms, and management principles governing businesses and other organizations. For a more detailed description of our College, please visit <http://www.bucknell.edu/Management>.

## BUCKNELL UNIVERSITY

Bucknell University is a private, highly selective, unique national University where liberal arts and strong professional programs in engineering, business, education and music complement each other. Located in Central Pennsylvania along the Susquehanna River, Bucknell is nestled in the Borough of Lewisburg, an architectural gem that has been ranked as one of America's best small towns. The Lewisburg area offers a unique combination of outdoor recreation opportunities, and appealing amenities such as art galleries, an art deco theater, historic museums, and charming independent boutiques and restaurants. In addition to the many cultural and athletic events offered by the University and the Borough, the surrounding region offers outstanding schools, medical facilities, and an affordable cost of living. For those who crave the city, Bucknell is within an easy three-hour drive to Philadelphia, New York, Baltimore, and Washington, D.C.

## Requirements

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A record of or potential for excellence in undergraduate teaching and research is required. Applicants must have a Ph.D. or terminal degree or be ABD in a relevant field at the time of appointment. If the successful candidate has a terminal degree and full-time teaching experience, up to three years of credit toward tenure could be granted.

Bucknell University, an Equal Opportunity Employer, believes that students learn best in a diverse, inclusive community and is therefore committed to academic excellence through diversity in its faculty, staff, and students. We seek candidates who are committed to Bucknell's efforts to create a climate that fosters the growth and development of a diverse student body, and we encourage applications from members of

groups that have been historically underrepresented in higher education.

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