

Assistant Professor, Integrated Marketing Communication (Tenure Track)

Institution:	Cabrini University
Location:	Radnor, PA
Category:	<ul style="list-style-type: none">■ Faculty - Business - Marketing and Sales■ Faculty - Communications - Media and Communication Studies
Posted:	03/27/2019
Type:	Full-Time

Posting Number: 2014F0128P

Position Number: NEW

Hiring Salary Range: \$63,000-\$65,000



Qualifications Desired

Qualifications Required

The candidate should possess the academic credentials and professional experience necessary to teach courses in the promotional mix areas of principles of marketing, advertising, public relations, event management, sales promotion, and direct marketing, all with the integration of digital and social media components. Additional qualifications include:

- Ph.D. in Integrated Marketing Communication or related field
- Relevant professional experience in IMC
- A demonstrated research and creative agenda in IMC
- Commitment to ongoing innovation and leadership in digital marketing, social media, and cutting-edge approaches in communication.
- Commitment to undergraduate teaching; previous college-level teaching experience is desired.
- Desire to teach in the Justice Matters core curriculum

- Desire to work collaboratively and collegially in support of both departments' and the university's goals.
- Desire to contribute to the field of instruction in integrated marketing communication.

Job Description Summary

Summary:

The School of Business, Arts, and Media at Cabrini University is seeking candidates for the position of Assistant Professor of Integrated Marketing Communication to begin August 2019. This faculty member will teach marketing-focused courses in both the Department of Communication and the Department of Business.

The successful candidate will have substantial professional experience in integrated marketing communication and be highly skilled in developing and implementing digital marketing strategies as part of IMC campaigns. From a communication perspective, the candidate must demonstrate expertise in using digital and traditional media channels to effectively engage consumers throughout the buying cycle. From a business perspective, the candidate must possess an aptitude for quantitative and qualitative analysis, as well as management experience in product lifecycle management and pricing and distribution models.

The faculty within the School of Business, Arts, and Media quickly respond to new trends and expertly adapt their curricula to reflect these changes. The right candidate for this position will be committed to the continuous study of new marketing-related techniques and technologies, as well as the continuous evolution of their instruction. Innovation in the classroom is encouraged and expected.

Duties

The successful candidate will be expected to teach 12 semester credits (normally 4 courses) per semester or the equivalent. In addition to teaching, the position requires advising students, working cross discipline with existing faculty to grow students' communication and business acumen skills, maintaining a vigorous professional development agenda, and nurturing contacts with professional associations (e.g., Philly Ad Club, AMA, PRSSA). Expectations for all Cabrini University faculty include teaching excellence, scholarship and professional activities, curriculum development, student advising, and departmental and university-wide service.

Cabrini University is a Catholic institution dedicated to academic excellence, leadership development and a commitment to social justice. The University welcomes learners of all faiths, cultures, and backgrounds and prepares them to become engaged citizens of the world. Recognizing that diversity of all kinds is a vital aspect of the higher education learning process, Cabrini University is committed to building a more diverse faculty and staff community that reflects our student body and enhances the value of our students' education.

APPLICATION INFORMATION

Contact: Human Resources
Cabrini University

Online App. Form: <https://jobs.cabrini.edu/postings/1358>

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