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California State University Long Beach

Assistant Professor

Description

Position: Marketing analytics and research/ digital marketing

The Department of Marketing at California State University, Long Beach (CSULB) anticipates a tenure-track position at the Assistant Professor level to start in August 2018. Candidates should have a Ph.D. in Marketing or a closely related field, or expect to complete the degree by August 2018. The candidate for this position should have a strong interest and desire to teach as well as develop undergraduate and graduate courses in the areas of marketing analytics and research or digital marketing. The department is open to a variety of research specializations. Candidates must demonstrate an ability or potential for high-impact research and excellent teaching at both the undergraduate and graduate levels. We will be at the 2017 AMA conference in San Francisco, CA to interview candidates. Candidates should send an application package containing:

- Letter of application (cover letter)
- A Student Success Statement about your teaching or other experiences, successes, and challenges in working with a diverse student population (approximately one page, single-spaced)
- Curriculum vitae (including current email address)
- Names and contact information for three references
- Evidence of research and publication in the field
- Teaching evaluations (if available)

Job Information

Location:

Long Beach, California,
90840, United States

Job ID:

35644037

Posted:

June 14, 2017

Position Title:

Assistant Professor

School Name:

California State University
Long Beach

Specialties:

Marketing Analytics,
Marketing Research,
Mobile,
Online Marketing

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

Yes

Finalists will also be required to submit a signed personal data form, and three letters of recommendation and an official transcript. The cover letter should explain the reasons for the candidate's interest in joining the Marketing Department at CSULB, provide an overview of the candidate's research program, and describe teaching experience (if any) at undergraduate/graduate levels. Review of applications begins on July 15, 2017. Send an application package in electronic form and/or requests for information to:

Position Start Date:
Fall 2018

Dr. Sam Min, Chair

Department of Marketing, College of Business Administration

California State University Long Beach

Email: cba-mktg-jobs@csulb.edu

CSULB seeks to recruit faculty who enthusiastically support the University's strong commitment to the academic success of all of our students, including students of color, students with disabilities, students who are first generation to college, veterans, students with diverse socio-economic backgrounds, and students of diverse sexual orientations and gender expressions. CSULB seeks to recruit and retain a diverse workforce as a reflection of our commitment to serve the People of California, to maintain the excellence of the University, and to offer our students a rich variety of expertise, perspectives, and ways of knowing and learning.

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect status of applicants or continued employment of current CSU employees who apply for the position.

Requirements

MINIMUM QUALIFICATIONS: Ph.D. in Marketing or a related field from an AACSB accredited institution. Degree at time of application or official notification of the completion at the doctoral degree by August 2018. Demonstrated strong research and teaching potential. Demonstrated

commitment to working successfully with a diverse student population.

DESIRED/PREFERRED QUALIFICATIONS: Published or forthcoming peer-reviewed publications in the marketing and related disciplines. Effective teaching experience at the undergraduate and graduate level.

DUTIES: Teach and develop undergraduate/graduate courses in Marketing Research, Marketing Analytics, Digital Marketing, or other related topics. Develop and maintain a program of research, scholarly and creative activities leading to publications and presentation in Marketing and related fields. Participate in department, college, university, and community service activities as appropriate.

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