

Marketing Assistant Professor

Assistant Professor 1920-003

EFFECTIVE DATE: Fall 2020

Minimum qualifications

Ph.D. or equivalent in Marketing or related discipline. Candidates must demonstrate teaching excellence, a record of published research commensurate with years of experience, and the ability to develop and sustain a research program that will lead to original, peer-reviewed publications consistent with definitions of Scholarly Academic within the AACSB framework. Candidates must be able to communicate effectively and work cooperatively with departmental colleagues as well as an ethnically- and culturally-diverse campus community.

Desired/preferred qualifications

The ideal candidate should be able to deliver applied learning experiences, be prepared to teach current technologies for developing and implementing effective marketing strategies and programs. The department welcomes scholars from a variety of research specializations. Preference will be given to applicants with demonstrated intercultural competence working with diverse groups in teaching, research and/or service. The department values colleagues who bring with them professional marketing experience.

Duties

CSUSM tenure-track faculty in the College of Business typically teach two 4-unit courses each semester and supervise a 1-unit Senior Experience project (team of five students). Teaching responsibilities will depend on the candidate's disciplinary expertise. The successful candidate should be able to teach courses from the core undergraduate and graduate curricula that include: Foundations of Marketing, Personal Branding, Marketing Research, Consumer Behavior, and Global and Cross-Cultural Marketing, and MBA Marketing Management. This colleague will also be expected to develop and sustain an active research agenda and actively engage in activities serving the department, college, university and community.

Application must include

- Cover letter
- Statements of teaching philosophy and how the applicant meets the above minimum and desired/preferred qualifications
- Curriculum vitae
- Reprints of representative publications
- Copies of all transcripts that include relevant course work
- Three current letters of recommendation must be provided
- A completed [Faculty Application](#)
- [Applicant Survey 1920](#)

Review of applications will begin June 21, 2019; however, the position will remain open until filled. Applicants received prior to July 1, 2019 will be given priority for interview time-slots at the AMA Summer Educator Conference.

Requests for information should be addressed to:

Glen H. Brodowsky
Search Committee Chair
Marketing Department
Email: glenbrod@csusm.edu

Submit your application electronically to: MKTG1920@csusm.edu

The university is particularly interested in applicants who have experience working with students from diverse backgrounds and a demonstrated commitment to improving access to higher education for under-represented groups.

CSUSM has been designated as a Hispanic Serving Institution (HSI) and an Asian American Native American Pacific Islander Serving Institution (AANAPISI) and was recently named one of the top 32 Colleges most friendly to junior faculty by the Collaborative on Academic Careers in Higher Education. Visit <http://www.csusm.edu/facultyopportunities> for more information.

California State University San Marcos is an Affirmative Action/Equal Opportunity Employer that is strongly committed to promoting diversity in all areas of the campus community. We consider qualified applicants for employment without regard to age, physical or mental disability, gender or sex, genetic information, gender identity, gender expression, marital status,

medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and veteran or military status.

The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in [CSU Executive Order 1083](#) (revised July 21, 2017) as a condition of employment.

This position is subject to employment verification, education verification, reference checks and criminal record checks. An offer of appointment is contingent upon successful completion of a background check, including a criminal records check, and may be rescinded if the background check reveals disqualifying information and/or it is discovered that the candidate knowingly withheld or falsified information.

California State University San Marcos, founded in 1989, is a growing university with over 12,000 students. Located in San Marcos, California, a city of 83,700 approximately 35 miles north of downtown San Diego, California State University San Marcos serves northern San Diego County and southern Riverside and Orange Counties, one of the fastest growing regions in Southern California. While convenient to the urban amenities of San Diego and Los Angeles, the campus enjoys a high quality of life enhanced by nearby ocean beaches, mountains and deserts, and a deservedly famous climate. Our student population reflects the rich ethnic and racial diversity of the region. The College of Business Administration, which resides in a state-of-the-art building, currently has approximately 2200 undergraduate and growing MBA programs. The Marketing Department consists of six collegial tenure-track faculty who offer opportunities to work collaboratively in teaching and research.