

College/Division: Business and Public Admin Department: Marketing # Position(s): 1

Appointment: Assistant Appointment Status: Tenure Track Appointment Effective Date: 8/17/2020

Source of Funding - please select one:

Replacement: Faculty Full Name: Department:

New Faculty Position

Area of Specialization: Marketing

Position Description:

Overview: The Department of Marketing at California State University, San Bernardino (CSUSB) invites applications for a tenure-track position subject to funding. Rank is open with Assistant Professor preferred, beginning August, 2020.

AREA OF SPECIALIZATION: Emphasis in marketing and sports and entertainment marketing with the ability to teach such courses as Sports & Entertainment Marketing, Marketing Research, Professional Selling, Digital Marketing and Marketing Analytics. Additionally, the successful candidate will be interested in further developing our growing sports and entertainment marketing program.

The successful candidate will join an intellectually stimulating and innovative academic environment that embraces diversity. The incumbent must have demonstrated teaching excellence and an ability to integrate technology into classroom instruction. The preferred candidate will have knowledge of a breadth of marketing practices as well as critical theory. New faculty are encouraged to develop and participate in activities that support the University's and The Jack H. Brown College of Business and Public Administration's strategic plan.

California State University, San Bernardino (CSUSB) is located in San Bernardino in the Inland Empire, 60 miles east of Los Angeles and operates a satellite campus in Palm Desert located in Coachella Valley. CSUSB serves approximately 20,000 students, of which 81% are first-generation college students, and graduates about 5,000 students annually. As a designated Hispanic Serving Institution, CSUSB reflects the dynamic diversity of the region and has one of the most diverse student populations of any university in the Inland Empire, and the second highest Hispanic enrollment of all public universities in California. CSUSB employs 467 full-time faculty and offers 48 undergraduate, 35 graduate, and one doctoral degree programs and 14 academic programs with national accreditation.

At CSUSB, diversity, equity and inclusion are values central to our mission. We recognize that diversity and inclusion in all its forms are necessary for our institutional success. By fully leveraging our diverse experiences, backgrounds and insights, we inspire innovation, challenge the status quo and create better outcomes for our students and community. As part of CSUSB's commitment to hire, develop and retain a diverse faculty, we offer a variety of networking, mentoring and development programs for our junior faculty. We are committed to building and sustaining a CSUSB community that is supportive and inclusive of all individuals. Qualified applicants with experience in ethnically diverse settings and/or who demonstrate a commitment to serving diverse student populations are strongly encouraged to apply.

The Jack H. Brown College of Business and Public Administration (JHBC), which is accredited by the Association to Advance Collegiate Schools of Business (AACSB) and the National Association of Schools of Public Affairs and Administration (NASPAA), consists of five academic departments: Accounting and Finance, Information and Decision Science, Management, Marketing, and Public Administration.

Typical Activities: The incumbent is expected to provide innovative and cutting-edge teaching at the undergraduate and master's level and evidence of strong publication record in Marketing and/or Sports Management and/or a promising stream of research. It is also expected that the successful candidate will play an active role in maintaining and developing

Academic Personnel Use Only

Approved by Assistant Director of Diversity Initiatives

Date Entered Into NEOGOV

Job Posting Number

student engagement in the Marketing/Sports & Entertainment Marketing curriculum, advisement of students in the various marketing concentrations, and serving on department, college, and university-wide committees. We are seeking candidates who have a passion for taking leadership roles with program development, promoting a research environment within the Department, and supporting the University, JHBC, Marketing strategic goals, which include student success and partnerships with the community to enhance the social, economic, and cultural conditions of the region and beyond. Primary appointment will be at the San Bernardino campus; however, teaching may include course assignments at the Palm Desert campus.

Minimum Qualifications: By the appointment date, candidates for this full-time position must possess an earned doctorate in Marketing or closely-related field from a AACSB accredited institution with coursework and publications in marketing. Industry experience a plus. ABDs will be considered with completion of the Ph.D. by August 2020.

Supplemental Information: SALARY: Dependent on qualifications and experience. The possibility to earn additional compensation through summer teaching and internal grants exists.

BENEFITS: Generous medical, dental, and vision benefits and support for moving expenses available.

To apply please submit the following required documents:

1) Curriculum Vitae

2) Letter of application that includes statement on teaching philosophy and strategies, business experience, research/professional accomplishments and goals and impact or research activities, as well as description of any interest or experience in one of the University's five strategic plan areas 1) student success; 2) faculty and staff success; 3) stewarding resources; 4) community engagement; and 5) enhancing the campus identity.

3) Reference List - names, telephone numbers, and email addresses of three referees.

3) Unofficial copies of all post-secondary degree transcripts.

4) A Diversity Statement which may include your interpretation of diversity, equity, and inclusion and must include specific examples of how your educational and/or professional experiences have prepared you for this role at California State University, San Bernardino (maximum 1,000 words).

Formal review of applications will begin July 15, 2019 and continue until the position is filled. We will be attending the 2019 American Marketing Association (AMA) Summer Academic Conference in Chicago (August 9-11, 2019).

Information regarding CSUSB's Department of Marketing can be found at <http://marketing.csusb.edu>. If you are interested in this opportunity, we invite you to apply at ([link goes here](#)).

Every posting must include the following: *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 the application status of applicants or continued employment of current CSU employees who apply for the position.*

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 as a condition of employment.

California State University, San Bernardino is an Affirmative Action/Equal Opportunity Employer. We consider qualified applicants for employment without regard to race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, or protected veteran status. This position adheres to CSU policies against Sex Discrimination, Sexual Harassment, and Sexual Violence, including Domestic Violence, Dating Violence, and Stalking. This requires completion of Sexual Violence Prevention Training within 6 months of assuming employment and on a two-year basis thereafter. (Executive Order 1096)

This position may be "Designated" under California State University's Conflict of Interest Code. This would require the filing of a Statement of Economic Interest on an annual basis and the completion of training within 6 months of assuming office and every 2 years thereafter. Visit the Human Resources Conflict of Interest webpage link for additional information: <http://hrd.csusb.edu/conflictInterest.html>.

Department Chair/Director Date
Please forward to College Dean

College Dean Date
Please forward to Academic Personnel

Provost and Vice President Date
Please return to Academic Personnel