

## Department of Marketing: Assistant/Associate Professor

<b>Institution:</b>	Central Connecticut State University
<b>Location:</b>	New Britain, CT
<b>Category:</b>	Faculty - Business - Marketing and Sales
<b>Posted:</b>	07/25/2019
<b>Type:</b>	Full-Time

Central Connecticut State University invites applications for a full-time, tenure-track position in Marketing at the Assistant/Associate Professor level. The successful candidate will teach undergraduate and graduate Marketing courses and contribute actively and effectively to student growth, service, and scholarship. Candidates are expected to be student-oriented and committed to multiculturalism and working with a diverse student body. The normal teaching load is four sections per semester with the possibility of a reduction to three sections per semester for conducting research and meeting AACSB qualifications.



### Required Qualifications:

- Doctorate in marketing or related field from an AACSB accredited institution. (ABDs from an accredited institution will be considered; completion of the Ph.D. is required by August 30, 2020.)
- Evidence of effective teaching across Marketing areas
- Commitment to serving culturally, ethnically and linguistically diverse communities

### Preferred Qualifications:

- Expertise and interest in several areas of marketing such as Marketing Analytics, Digital Marketing, Social Media Marketing, Consumer Behavior, Marketing Research, Marketing Strategy, and other areas of marketing typically covered in elective courses.
- Industry experience in marketing relevant to areas of teaching
- Evidence of scholarly activity in Marketing

The University: CCSU is one of four universities in the Connecticut State Colleges & Universities system. Excellent professors and a wide array of academic programs prepare students for success in whatever field they choose. As of fall 2018, CCSU serves approximately 12,200 students - 9,500 undergraduates, and 2,700 graduates. CCSU is

richly diverse: more than 34 percent of students are of traditional minority heritage. Visit our website at <http://www.ccsu.edu/>.

The Community: CCSU is located in New Britain, a city with a population of some 70,000, within a 10-minute drive to the state capital of culture-rich Hartford. CCSU is currently in a large-scale community engagement initiative, designed to more effectively embrace our communities as the “steward of central Connecticut.” Pursuing a range of partnership arrangements with area businesses, schools, agencies, and more, this initiative will create significant new opportunities for student internships, faculty research, as well as an expanding array of cultural collaborations with the New Britain Symphony Orchestra, city theatres, the world-renowned New Britain Museum of American Art, and other area attractions.

For full consideration, applications must be received by October 1, 2019. Salary is commensurate with education and experience.

For more information and application instructions go to: [www.ccsu.edu/jobs](http://www.ccsu.edu/jobs).

## APPLICATION INFORMATION

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<b>Contact:</b>	Dr. Nusser Raajpoot Marketing Central Connecticut State University
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<b>Online App. Form:</b>	<a href="http://www.ccsu.edu/hr/jobopportunities.html">http://www.ccsu.edu/hr/jobopportunities.html</a>
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CCSU is an equal opportunity and affirmative action employer. Members of all underrepresented groups, women, veterans and persons with disabilities are invited and encouraged to apply.

Apply through Institution's Website

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