

# Lecturer of Marketing

[Coastal Carolina University](#) in South Carolina

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<b>Deadline</b>	Open until filled
<b>Date Posted</b>	April 23, 2019
<b>Type</b>	Non tenure track
<b>Salary</b>	Commensurate with experience

**Employment Type** Full-time

E. Craig Wall Sr. College of Business Administration at Coastal Carolina University invites applications for a full-time Lecturer position in marketing, beginning Fall 2019. The individual hired for this position will have responsibilities in teaching and service. Ideal candidates will have at least 10 years of business experience, with demonstrated expertise in one or more of the following: marketing basics, international business, sales, social media, or digital marketing. The teaching load for a Lecturer is typically five courses per semester and may include face-to-face, hybrid and/or online deliveries.

In addition to teaching responsibilities, the individual will also be responsible for advising undergraduate students, contributing to assessment of student learning outcomes, and engaging in other service activities within the department, college, campus, community, and profession.

The ideal candidate will have a Master's degree or Ph.D./D.B.A. from an AACSB accredited institution in marketing or a related discipline. Candidates should have significant professional experience and expertise qualifying them to teach introductory marketing courses and one or more of the following marketing electives: personal selling, international business, international marketing, and/or

digital marketing courses. Exemplary teachers who have experience using innovative and active learning approaches are especially encouraged to apply. Evidence of collegiate teaching experience and excellence in these specific areas is preferred. Candidates must have the ability to interact effectively with colleagues, the department, college, campus, community, and professional organizations. Individuals must be academically or professionally qualified at time of hire, and maintenance of academic or professional qualifications is required. Professionally qualified individuals must have professional experience relevant to the teaching assignment, significant in duration and level of responsibility, and current at the time of hiring. Credentials should be consistent with the Southern Association of Colleges and Schools principles of accreditation. Accredited by AACSB International, the Wall College of Business serves more than 2,000 graduate and undergraduate students, and has faculty members represented by six academic disciplines: Accounting, Economics, Finance, Management, Marketing, and Hospitality and Resort Tourism. Marketing is one of Coastal Carolina University's largest majors serving over 450 students and an additional 150 minors. Our faculty offer courses in Social Media Marketing, Advanced Social Media Marketing, Sales, Integrated Marketing Communications, Retailing, Consumer Behavior, Marketing Research, Analytics, Strategy, and International Marketing/Business. Our faculty are committed to excellence in teaching, research, and the integration of ideas, technologies, and developments within the discipline. The College also offers MBA and MAcc graduate programs. Regional outreach is accomplished through activities of the Grant Center for Real Estate and Economic Development, the Clay Brittain Jr. Center for Resort Tourism, the Community and Business Engagement Institute, and others. Additional information about the College and the University and its programs can be obtained by accessing the university's web site (<http://www.coastal.edu>).

Coastal Carolina University is a public comprehensive liberal arts-oriented institution located in Conway, South Carolina, just nine miles from the Atlantic coastal resort city of Myrtle Beach. Coastal Carolina University enrolls over 10,000 students from 45 states and 58 nations. The University is accredited by the Southern Association of Colleges and Schools to award the baccalaureate and

selective master's degrees of national and/or regional significance in the arts and sciences, business, humanities, education, and health and human services, a specialist degree in educational leadership, and a Ph.D. degree in Marine Science. Interested candidates should submit: a letter of application, curriculum vitae, copies of the most recent student evaluations of teaching, unofficial graduate transcripts, and names and contact information for three (3) professional references electronically at: <http://jobs.coastal.edu>. Review of application materials will begin immediately and continue until the position is filled.

Coastal Carolina University is an EEO/AA employer.



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Coastal Carolina University

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### **How To Apply**

You can apply for this position online at <http://jobs.coastal.edu/postings/6968>