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Assistant/Associate Professor of Marketing

[Coastal Carolina University](#) in South Carolina

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Deadline	Open until filled
Date Posted	September 28, 2017
Type	Tenured, tenure track
Salary	Commensurate with experience

Employment Type Full-time

Assistant/Associate Professor of Marketing

The E. Craig Wall Sr. College of Business Administration at Coastal Carolina University invites applications for a full-time tenure-track position in the Marketing Department at the Assistant/Associate Professor level beginning Fall 2018.

The individual hired for this position will have responsibilities in teaching, research, and service. This new colleague should have expertise in one or more of the following areas: social media, digital marketing, big data/analytics, services, and/or sales. The teaching load may include face-to-face, hybrid, and/or online deliveries. In addition to teaching responsibilities, engagement in scholarly academic intellectual activities is required. The individual will also be responsible for mentoring undergraduate students, contributing to assessment of student learning outcomes, and engaging in other service activities within the department, college,

campus, community, and profession. 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 ideal candidate will have a Ph.D. or D.B.A. from an AACSB accredited institution in marketing, or a related discipline. A.B.D.'s with a clear plan for completion by August 2019 are also encouraged to apply. A candidate with a completed Ph.D./D.B.A. must have a consistent record of publication in quality refereed journals. Applicants must have abilities, skills, and enthusiasm consistent with teaching excellence and instructional innovation. Applicants with research interests consistent with the WCOB mission are desirable. Relevant non-academic work experience is desirable.

Accredited by AACSB International, the Wall College of Business serves more than 2000 graduate and undergraduate students, and has faculty members represented by six academic disciplines: Accounting, Economics, Finance, Management, Marketing, and Hospitality and Resort Tourism. The Marketing and Hospitality Resort Tourism Management department serves over 650 majors and over 170 minors across two areas of marketing and hospitality. The College also offers MBA and MAcc graduate programs. Regional outreach is accomplished through activities of the 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 institution located

just nine miles from the Atlantic coast resort of Myrtle Beach, South Carolina. Coastal enrolls more than 10,000 students from 45 states and 58 nations. The University is accredited by the Commission on Colleges of 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 electronically submit at <http://jobs.coastal.edu> 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 professional references. Review of application materials will begin immediately and continue until the position is filled. Preference will be given to applications received by November 1st, 2017.

Coastal Carolina University is building a culturally diverse faculty and strongly encourages applications from women and minority candidates. CCU is an EO/AA employer.



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How To Apply

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