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College of Charleston

## Asst Prof/Visiting Asst Prof

### Description

**POSITION:** The Department of Management and Marketing in the School of Business at the College of Charleston anticipates an Assistant Professor/Visiting Assistant Professor position in **Marketing** to begin August 16, 2018. We seek a student-oriented faculty member who complements our current faculty teaching areas of consumer behavior, marketing research, international marketing, and marketing strategy. Strong preference will be given to candidates whose teaching interests are in the area of marketing analytics. An earned doctorate in marketing or very closely related field from an AACSB accredited institution is required by the start date of the position. Additional requirements include evidence of teaching experience and evidence of scholarship.

Teaching responsibilities will include our introductory marketing concepts course and additional marketing electives or required marketing courses in our discipline. The teaching will primarily be at the undergraduate level with possible graduate courses. We seek a balanced professor whose commitment is to excellence in teaching, as well as outstanding scholarship. Service to the Department, School and College are also part of this role.

**QUALIFICATIONS and HOW TO APPLY:** A Ph.D. or D.B.A. in marketing or a closely related field is required by the position start date.

Upon formal approval of the position, applications will be solicited via our campus online system. However, two of us will be available at the AMA

### Job Information

**Location:**

Charleston, South Carolina,  
29424, United States

**Job ID:**

36119871

**Posted:**

July 14, 2017

**Position Title:**

Asst Prof/Visiting Asst Prof

**School Name:**

College of Charleston

**Specialties:**

Consumer Behavior, Global,  
Marketing Research,  
Strategy

**Do you plan on  
interviewing at the  
Summer AMA  
Conference?:**

Yes

**Position Start Date:**

Fall 2018

meeting in San Francisco on August 3<sup>rd</sup> and 4<sup>th</sup> to talk with interested individuals. To schedule such a meeting, please send your CV and a cover letter to either Dr. Robert Pitts ([pittsr@cofc.edu](mailto:pittsr@cofc.edu)) or Dr. Rhonda Mack ([mackr@cofc.edu](mailto:mackr@cofc.edu)).

**Job Duration:**

Indefinite

**DEPARTMENT:** Our Department of Management and Marketing includes around twenty tenure-track marketing, management, entrepreneurship, and international business faculty who are committed to innovative teaching, scholarly excellence and engagement with the local business community. A number of well-qualified adjunct faculty members also teach courses for us. Three of the largest majors in the School of Business are housed in our department: Business Administration, Marketing, and International Business. We also offer concentrations/minors in Entrepreneurship; Leadership, Change, and Social Responsibility, and Marketing. We seek to add a new member who will contribute positively to a collegial intellectual environment.

The College of Charleston was founded in 1770 and is the thirteenth oldest college or university in the United States. In addition to its core liberal arts and sciences, the College offers selected graduate degrees including a one-year accelerated MBA program. As an urban university, the College is in the center of downtown Charleston, a progressive city for several years identified as one of the premier tourist destinations in the United States. The city hosts the annual Spoleto and Piccolo Spoleto festivals, the Charleston Wine and Food Festival, Charleston Fashion Week, and the annual Southeast Wildlife Exposition. Charleston boasts a number of national-recognized chefs whose community spirit contributes substantially to the vibrancy of the city. There is, however, more to Charleston than hospitality and tourism. The region is home to the Boeing 787 Dreamliner plant, to the East Coast's fourth largest port, and to a growing technology sector that includes NASDAQ-listed Benefitfocus and Blackbaud as well as a hundred small and growing tech companies.

EEO/AA

“The College of Charleston is an Affirmative Action/Equal Opportunity employer and does not discriminate against any individual or group on the basis of gender, sexual orientation, gender identity or expression, age, race, color, religion, national origin, veteran status, genetic information or disability.”

## Requirements

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