

## Assistant/Associate Professor of Marketing

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| <b>Institution:</b>     | Davis & Elkins College   |
| <b>Location:</b>        | Elkins, WV   |
| <b>Category:</b>        | <ul style="list-style-type: none"><li>■ Faculty - Business - Marketing and Sales</li><li>■ Faculty - Business - Entrepreneurship</li></ul> |
| <b>Posted:</b>          | 08/21/2017   |
| <b>Application Due:</b> | Open Until Filled  |
| <b>Type:</b>            | Full Time  |

### ASSISTANT/ASSOCIATE PROFESSOR OF MARKETING

Davis & Elkins College, a private college in the liberal arts tradition, invites nominations and applications for the position of Assistant/Associate Professor of Marketing in the Department of Business and Entrepreneurship for the spring 2018 semester. An affiliate of the Presbyterian Church (U.S.A.) and covenant partner with the Presbytery of West Virginia, the College is located in Elkins, W.V.

This person will join a department of full-time faculty members dedicated to excellence in teaching and student advising, and committed to upholding IACBE accreditation standards. Majors include Accounting, Economics, Finance, Hospitality Management, Management, Marketing, and Outdoor Recreation Management. We also offer minors in Accounting, Business Administration, Hospitality Management, and Railway Heritage Tourism.

#### Essential Duties and Responsibilities

We seek applicants with a strong interest in teaching and advising, who will be able to teach a 4/4 course load in a variety of undergraduate business, management and marketing courses. Courses might include introductory courses in business and management as well as courses in consumer behavior, marketing management, digital and social media marketing, business to business marketing, and integrated marketing communications (IMC). Advising and mentoring students is also required. The successful candidate will also serve the College through committee membership and outreach to the local community

#### Minimum Qualifications

This position requires a minimum of a Master's in Marketing as well as a record of professional experience and accomplishment.

**Preferred Qualifications**

A Ph.D. or DBA in Marketing is a preferred qualification.

**Application Instructions**

Interested applicants should submit a cover letter, current curriculum vitae, a one page statement of teaching philosophy and contact information for at least three academic and professional references.

Review of applications will begin immediately and continue until the position is filled. Preference will be given to applications received by October 1, 2017. Anticipated start date is January 2018, but candidates who cannot start until August 2018 will also be considered.

Nominations and expressions of interest can be submitted to Ms. Donna McCauley at [mccauleyd@dewv.edu](mailto:mccauleyd@dewv.edu)

Davis & Elkins College is an Affirmative Action Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, gender identity, sexual orientation, national origin, disability, or protected veteran status.

**APPLICATION INFORMATION**

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**Contact:** Donna McCauley  
Academic Affairs  
Davis & Elkins College

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**Email Address:** [mccauleyd@dewv.edu](mailto:mccauleyd@dewv.edu)

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