

## Assistant Professor in Marketing Analytics, Tenure-Track

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| <b>Institution:</b> | Elizabethtown College                    |
| <b>Location:</b>    | Elizabethtown, PA                        |
| <b>Category:</b>    | Faculty - Business - Marketing and Sales |
| <b>Posted:</b>      | 06/28/2018                               |
| <b>Type:</b>        | Full Time                                |

### Rank

Assistant Professor

### Job Description

The Department of Business at Elizabethtown College invites applications for a tenure-track assistant professor position in Marketing Analytics to begin July 1, 2019. The successful candidate will help us to grow the marketing analytics program by incorporating analytics into existing marketing courses and developing new ones, including the following: Marketing Analytics, Category Management, Consumer Analytics, Web & Digital Analytics, Sales Analytics and Data Science, Principles of Marketing, and Marketing Management.



The department offers B.S. degrees in: Accounting, Business Administration, International Business, Finance, Financial Economics, Marketing, and Business Data Science, as well as a B.A. in Economics. Tracks within the B.S. in Marketing program are: Category Management, Advertising and Promotional Management, Marketing Analytics, Sales Management, and an Individualized track.

The Department, accredited by ACBSP Global, is located in the James B. Hoover Center for Business, a modern facility that hosts smart classrooms; a 95-seat lecture hall; collaborative spaces for networking, team building, and group study; and a finance lab with a Bloomberg Terminal. The department consists of 13 faculty members with a wide range of corporate experience. Additional information about the Business Department is available at <http://www.etown.edu/business>

### Job Duties

Given the breadth of programs in the department, the successful candidate will be effective teaching across programs. The Dept. of Business values providing students with cutting-edge business skills, a personalized learning experience, and strong ties with the business

community. The candidate is expected to exemplify these values. In addition, the candidate is expected to pursue a scholarly research agenda, engage in outreach activities with local organizations, serve on department and college-level committees, advise and mentor students, and engage in curricular review and ongoing professional development. The typical teaching load is three, four-credit courses in each of the fall and spring semesters, and faculty are expected to involve students in high-impact practices, such as research and internships whenever possible.

### **Required Qualifications**

Qualified candidates must hold a doctorate (at the time of the appointment) in Marketing, with a specialization in Marketing Analytics or related quantitative field, or Category Management. Preference will be given to candidates trained in marketing with a specialization in analytics, as opposed to candidates trained in analytics with a marketing specialization. Successful candidates are expected to demonstrate teaching excellence, a commitment to professional development and growth, a service mindset, collegiality/teamwork in professional roles, uphold the values of Elizabethtown College and have a demonstrated commitment to undergraduate liberal arts teaching. Candidates in consulting or corporate roles with relevant professional experience and doctoral degrees are also encouraged to apply.

### **About Elizabethtown College**

Located in southeastern Pennsylvania, Elizabethtown College offers its 1,900 students more than 53 academic programs in the liberal arts, sciences and professional studies. Driven by its commitment to "Educate for Service," Elizabethtown centers learning in strong relationships, links classroom instruction with experiential learning, emphasizes international and cross-cultural perspectives and nurtures the capacity for lives of purpose and leadership as global citizens. For more information, consult [www.etown.edu](http://www.etown.edu)

## **APPLICATION INFORMATION**

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**Contact:** Elizabethtown College

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**Online App. Form:** <https://etown.peopleadmin.com/postings/1340>

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Apply through Institution's Website