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Elizabethtown College

## Assistant Professor in Marketing, Tenure-Track

### Description

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The Department of Business at Elizabethtown College invites applications for a tenure-track Assistant Professor position in Marketing to begin **July 1, 2020**. Located in scenic Lancaster county, Pennsylvania, Elizabethtown College is a teaching institution, and it offers its 1,634 undergraduate students more than 50 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 purposeful lives and global citizenship. We are located less than two hours away from the metropolitan areas of Washington, Baltimore, and Philadelphia and less than four hours away from New York City. For more information about the College, consult [www.etown.edu](http://www.etown.edu).

The Department is accredited by ACBSP Global and consists of 11 full-time faculty members. We are 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. We offer 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. For more information about the Business Department, visit <http://www.etown.edu/business>.

The successful candidate will be a dynamic, student-focused teacher,

### Job Information

#### Location:

Elizabethtown,  
Pennsylvania, 17022, United States

#### Job ID:

48855693

#### Posted:

June 6, 2019

#### Position Title:

Assistant Professor in  
Marketing, Tenure-Track

#### School Name:

Elizabethtown College

#### Specialties:

Consumer Behavior,  
General Marketing,  
Marketing Analytics,  
Marketing Management,  
Marketing Research, Retail  
Marketing, Sales  
Management

#### Do you plan on interviewing at the Summer Academic Conference?:

Yes

capable of and dedicated to growing a new marketing program by incorporating analytics into existing marketing courses (Principles of Marketing, Consumer Behavior, Marketing Management, Sales Management, Marketing Research, and Retail Management) and by developing new courses (e.g., Marketing Analytics, Web & Digital Analytics, Sales Analytics and Data Science).

**Position Start Date:**

Fall 2020

**Job Duration:**

Indefinite

The department is committed to providing students with: cutting-edge business skills, a personalized learning experience, and strong ties to the business community. The candidate is expected to engage in outreach activities with local organizations, serve on department and college committees, advise and mentor students, and engage in curricular review and ongoing professional development. In addition, the candidate is expected to pursue an active research agenda, consistent with the Boyer model, which takes a broad view of scholarship (discovery, integration, application, teaching and learning). 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.

## Requirements

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### Qualifications and requirements

By Fall 2020, qualified candidates must hold a Ph.D. or an MBA, with a specialization in marketing, marketing analytics, or related business disciplines. Relevant professional experience is also required. Successful candidates are expected to demonstrate teaching excellence, a commitment to professional development and growth, a service mindset, and a commitment to collaborative and collegial processes. They are also expected to uphold the values of Elizabethtown College and have a demonstrated commitment to undergraduate liberal arts teaching.

### Preferred qualifications

Preference will be given to candidates who demonstrate an ability to interact with diverse audiences and who are able to incorporate innovative and inclusive pedagogies and technologies in their teaching. Given the breadth of programs in the department, the preferred candidate will also be effective teaching across disciplines.

### Candidates should apply to:

<http://etown.peopleadmin.com/postings/1975>

Please upload a cover letter, CV, a teaching philosophy, teaching evaluations, and three email addresses of references. The reference letters should comment specifically on the candidates' teaching skills, professional activity, service, and collegiality.

Review of applications will start on July 15, 2019. We are conducting interviews at the American Marketing Association in Chicago, August 2019.

For more information visit: [www.etown.edu/humanresources](http://www.etown.edu/humanresources)

As an affirmative action/equal opportunity employer, Elizabethtown College is seeking candidates who will enhance the diversity of its faculty, staff, and administration.

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