

# Assistant Professor or Executive-in-Residence in Digital Marketing and e-Commerce

[Emerson College](#) in Massachusetts

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<b>Deadline</b>	Open until filled
<b>Date Posted</b>	December 23, 2014
<b>Type</b>	Tenured, tenure track
<b>Salary</b>	Competitive

**Employment Type** Full-time

Emerson College invites applications for an Assistant Professor (tenure track) or Executive-in-Residence (term, renewable) in Digital Marketing and e-Commerce to join its established, rapidly expanding Department of Marketing Communication. The appointment begins September 1, 2015.

We seek a skilled teacher to add to our traditional strengths in advertising, public relations, marketing management and research, helping to build out our offerings in e-Commerce, e-Communications and Marketing. This colleague would bring expertise in emerging platforms and tools that are redefining the relationships between producers and consumers in the marketing arena and beyond, with a portfolio that might range from e-Commerce systems to the uses and implications of new technologies for various types of organizations, both for-profit and NGO, established and start-up, domestic and global. An associated research program, and/or an extensive professional network in related areas, is highly desirable.

The Department was recently named #5 among undergraduate departments of marketing in the U.S. by *U.S.A. Today*, and it includes two Masters Programs as well as a soon-to-be-launched major in the Business of Creative Enterprises. All are professionally oriented while grounded in the liberal arts, and together they serve approximately 900 degree candidates. The individual selected for this position will be expected to contribute across several of these programs.

Successful applicants must have a minimum of an MBA or masters degree in a relevant field, prior classroom teaching experience at the university level, and meaningful, related professional experience. Based on credentials and experience, the appointment may be at the rank of Executive-in-Residence (term, renewable) or Assistant Professor (tenure track). In the latter case, a record that predicts ongoing scholarly productivity will be necessary.

Please submit a cover letter indicating teaching philosophy and professional orientation, summary of teaching evaluations if applicable, curriculum vitae, and contact information for three references (not to be contacted without applicants written approval) through the PeopleAdmin applicant portal at <http://emerson.peopleadmin.com/postings/8872>.

Questions about the position should be directed to the chair of the search committee, Dr. Brenda Wrigley, at [Brenda\\_wrigley@emerson.edu](mailto:Brenda_wrigley@emerson.edu), phone 617.824.3414. Review of applications will begin January 23, 2015 and continue until the position is filled.

Emerson College is dedicated exclusively to programs in communication and the arts. Located in the center of diversity-rich Boston, Emerson is surrounded by major healthcare and research centers. The College enrolls approximately 3,500 full-time undergraduates and nearly 800 full and part-time graduate students from 75 countries and all 50 states.

Emerson College is committed to an active, intentional, and ongoing engagement with diversity—in people, in the curriculum, in the co-curriculum, and in the Colleges intellectual, social, cultural, and geographical communities. Emerson endorses a framework of inclusive excellence, which recognizes that institutional

excellence comes from fully engaging with diversity in all aspects of institutional activities. Members of historically under-represented groups are encouraged to apply.



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- **Executive-in-Residence or Associate Professor | Director of the Business of Creative Enterprises**

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## How To Apply

You can apply for this position online at <http://emerson.peopleadmin.com/postings/8872>