

# Assistant Professor or Executive-in-Residence in Marketing Analytics

**Job ID:** 21979157  
**Position Title:** Assistant Professor or Executive-in-Residence in Marketing Analytics  
**Location(s):** Boston, Massachusetts, 02101, United States  
**Posted:** February 9, 2015  
**School Name:** Emerson College  
**Specialties:** Marketing Analytics

## APPLY FOR THIS JOB

Contact Person: Nejem Raheem

Apply URL: <http://emerson.peopleadmin.com/postings/8894>

## Job Description

We seek a skilled teacher to add to our traditional strengths in advertising, public relations, marketing management and research, to increase our offerings in marketing analytics, web analytics, and the uses of data-driven analysis and decision making in for-profit and not-for-profit organizations generally. This colleague would bring expertise in the management of customers, media, and marketing channels based on data capture and analytical thinking enabled by emerging web and database platforms and tools. 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 and also 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 master's degree in a relevant field, prior classroom teaching experience of diverse students 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 indicates 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 applicant's written approval) through the PeopleAdmin portal @ <http://emerson.peopleadmin.com/postings/8894>.

Questions about the position should be directed to the chair of the search committee, Dr. Nejem Raheem, at [Nejem\\_Raheem@Emerson.edu](mailto:Nejem_Raheem@Emerson.edu). Review of applications will begin January 30, 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 3,662 full-time undergraduates and nearly 830 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 College's intellectual, social, cultural, and geographical communities. Emerson endorses a framework of inclusive excellence, which recognizes that institutional excellence

