



---

## Assistant Professor in Digital Marketing & Consumer Behavior

---

**Institution:** Emerson College

---

**Location:** Boston, MA

---

**Category:**

- Faculty - Communications - Other Communications
- Faculty - Business - Marketing and Sales

---

**Posted:** 01/05/2017 (Reposted Job: Initially posted on 09/13/2016)

---

**Type:** Full Time

---



# EMERSON COLLEGE

### Terms of Appointment:

Emerson College invites applications for an Assistant Professor (tenure track) in Digital Marketing and Consumer Behavior to join its established and rapidly expanding Department of Marketing Communication. The appointment begins August 24, 2017.

### Qualifications:

We seek a skilled teacher to add to our traditional strengths in advertising, public relations, marketing management and research, helping to build out our course offerings related to the consumer behavior and the digital side of marketing communication. This colleague would bring a combined expertise in consumer behavior, research methodology and digital marketing within the landscape of emerging platforms and technologies that are redefining the relationships between producers and consumers. A candidate's portfolio might include digital storytelling, communicating with consumers via mobile APPS, building digital community oriented engagement, as well as more traditional channels of marketing communication for various types of organizations, both for-profit and NGO, established and start-up, domestic and global. A colleague with strong research credentials and an extensive professional network in related areas is highly desirable.

The faculty member will teach a total of five courses during the regular academic year in the areas of digital marketing, consumer behavior, marketing research and in its core undergraduate curriculum. There may be additional opportunity to teach at the graduate level, depending on the candidate's qualifications. We seek a colleague to contribute to a growing, vibrant department and who has the ability to create an inclusive learning environment within a diverse student community where all students' voices are valued.

Successful applicants must have a Ph.D. in hand by the start date, prior classroom teaching experience at the university level, and research, scholarly publications or a record that predicts ongoing scholarly productivity. Based on credentials and experience, the appointment will be at the rank of Assistant Professor (tenure track).

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) to the online faculty applicant portal @ <https://emerson.peopleadmin.com/postings/12922>.

Questions about the position should be directed to the chair of the search committee, Dr. Paul Mihailidis, at [paul\\_mihailidis@emerson.edu](mailto:paul_mihailidis@emerson.edu), phone: 617-824-3406. Review of applications will begin October 2016 and continue until the position is filled.

### **Emerson & Boston**

The Department was recently named #5 among undergraduate departments of marketing in the U.S. by USA Today, and it includes two Masters Programs as well as a new major in the Business of Creative Enterprises and three Minors in Marketing Communication, Business Studies and Entrepreneurial Studies. All are professionally oriented while grounded in the liberal arts, and together they serve approximately 800 degree candidates. The individual selected for this position will be expected to contribute across several of these programs.

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, technology and research centers. The College enrolls approximately 3,783 full-time undergraduates and nearly 671 full and part-time graduate students from 71 countries and all 48 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 comes from fully engaging with diversity in all aspects of institutional activities. Members of historically under-represented groups are encouraged to apply.

### **APPLICATION INFORMATION**

---

**Postal Address:** Department of Marketing Communication  
Emerson College

120 Boylston Street  
Boston, MA 02116

---

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

© Copyright 2017 Internet Employment Linkage, Inc.