

Assistant Professor or Executive-in-Residence in Marketing Analytics

[Emerson College](#) in Massachusetts

- [Save](#)
[Print](#)

Deadline	Open until filled
Date Posted	January 4, 2020
Type	Tenured, tenure track
Salary	Competitive
Employment Type	Full-time

Emerson College invites applications for an Assistant Professor (tenure-track) or Executive-in-Residence (full-time, renewable term appointment) in Marketing Analytics to join its School of Communication and its established, rapidly-expanding Department of Marketing Communication, recently ranked #5 among undergraduate departments of marketing in the US by USA Today. The Department offers undergraduate programs in *Marketing Communication* and *Business of the Creative Enterprise* as well as graduate programs in *Strategic Marketing Communication* and *Digital Marketing and Data Analytics*. The individual selected for this position will be expected to contribute across these on-campus and online programs. The appointment will begin in August 20, 2020.

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. Therefore, we strongly encourage applications from candidates who can demonstrate through their teaching, research and service that they can contribute to our excellence in this area.

We seek a skilled teacher to complement and enhance our expertise in marketing communication, marketing management, and digital marketing and analytics. The ideal candidate will strengthen our offerings in marketing analytics, web and social media analytics, and the uses of data-driven analysis and decision making in for-profit and not-for-profit organizations. This colleague will be familiar with established and emerging software tools necessary to inform marketing activities dealing with consumer engagement, customer relationship management, media planning, and marketing channels. A tenure-track candidate should show evidence of an active research program. An executive-in-residence candidate should show evidence of significant practice and relationships in industry. An extensive professional network in related areas is highly desirable. The Department is committed to strengthening our students' analytical and quantitative skills that help them achieve market-relevant insights.

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 Assistant Professor (tenure track) or Executive-in-Residence (full-time renewable contracts). In the former case, a record that indicates ongoing scholarly productivity will be necessary and a Ph.D. degree is preferred.

Please submit a cover letter indicating teaching philosophy, research scholarship, 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). Each material should be saved as a separate PDF. and uploaded into the upload section where it requests your CV at the end of the application. Although the upload section just shows "upload CV" - you should upload all materials in this section as the separate documents. **To apply-CLICK**

[here.](#)

Questions about the position should be directed to the chair of the search committee, Dr. Seounmi Youn, at seounmi_han_youn@emerson.edu. Priority will be given to applications received by January 10, 2020, but the position will remain open until filled.

Emerson College is the nation's only four-year institution dedicated exclusively to majors in communication and the arts in a liberal arts context. Its main campus is located in the center of the dynamic multicultural city of Boston, in close proximity to major publishing houses, arts institutions and research centers. The college also has campuses in Los Angeles and the Netherlands. Emerson College enrolls over 4,535 graduate and undergraduate students from more than 59 countries and all 50 states.



People at Emerson College

[Log In](#) or [Sign Up](#) to see ChronicleVitae members at this institution.

Jobs at Emerson College

- **Assistant Professor or Executive-in-Residence in Marketing Communication**

Emerson College

- **Assistant Professor or Executive-in-Residence in Marketing Communication**

Emerson College

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

Emerson College

- **Assistant Professor or Executive-in-Residence in Marketing Communication**

Emerson College

- **Executive in Residence or Tenure-Track Assistant Professor, Global Communication**

Emerson College

Assistant Professor or Executive-in-Residence in Marketing Analytics

Emerson College in Massachusetts

How To Apply

You can apply for this position online at https://emerson.wd5.myworkdayjobs.com/en-US/Emerson_College_ft_faculty/job/Boston-Campus/Assistant-Professor-or-Executive-in-Residence-in-Marketing-Analytics_JR001522