

# Assistant/Associate Professor of Marketing

## Recruitment Plan

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### I. RECRUITMENT PLAN

<b>Posting Number:</b>	F001590
<b>Academic Title:</b>	Assistant/Associate Professor of Marketing
<b>Rank:</b>	Associate Professor, Assistant Professor
<b>Administrative Title:</b>	
<b>Discipline</b>	Business
<b>Specialty:</b>	Analytics/Empirical Modeling
<b>Contract Type:</b>	With Tenure, Tenure Track
<b>Required Licenses/Certifications and other Specific Requirements:</b>	Criminal History Screening, Education/Degree/Certifications Verification, Social Security Number Trace, and Sex Offender Registry Search
<b>Proposed Start Date:</b>	08/01/2020
<b>Full-Time/Part-Time:</b>	Full-Time
<b>Position Description Summary:</b>	The George Washington University School of Business invites applications for a tenure-track Assistant or Associate Professor of Marketing position with a specialty in Analytics/Empirical Modeling, to begin as early as Fall 2020. The department is focused on building research and teaching capabilities in analytics, empirical modeling, AI/machine learning, digital marketing, the Internet of Things (IoT), and technology.
<b>Specific Duties and Responsibilities:</b>	
<b>Minimum Qualifications:</b>	Applicants must have completed all requirements for a Ph.D in Marketing or a related field by date of appointment. Applicants must have at least two years of experience as a tenure track faculty member, visiting faculty member, or postdoc by date of appointment. All applicants must demonstrate strong potential for or commitment to scholarly research as evidenced by publications in the top marketing journals commensurate with rank, and teaching excellence as evidenced by teaching evaluations.
<b>Advertised Salary:</b>	Commensurate with Experience
<b>Other Benefits:</b>	
<b>Other Information:</b>	
<b>Special Instructions to Applicants:</b>	To be considered, please complete an online faculty application and upload the following documents under their separate headings: Cover Letter; CV; Statement of Research Interests; Statement of Teaching Interests; Course Evaluations, Summaries, or Teaching Assessment; and Sample Publication or Working Paper. Please note that all documents related to each heading must be combined and uploaded as one single document. Only complete applications will be considered. Applicants selected for campus visits will be required to provide three letters of reference at the time they are selected for a visit. Review of applications will begin on November 11, 2019 and will continue until the position is filled.

<b>Department Link:</b>	business.gwu.edu/marketing
<b>Posting Close Date:</b>	
<b>Open Until Filled:</b>	Yes
<b>Background Screening</b>	Successful Completion of a Background Screening will be required as a condition of hire.
<b>EEO Statement:</b>	The university is an Equal Employment Opportunity/Affirmative Action employer that does not unlawfully discriminate in any of its programs or activities on the basis of race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity or expression, or on any other basis prohibited by applicable law.
<b>Quick Link</b>	<a href="http://www.gwu.jobs/postings/70161">http://www.gwu.jobs/postings/70161</a>

## Applicant Documents

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### Required Documents

1. Curriculum Vitae
2. Cover Letter
3. Statement of Teaching Interest
4. Statement of Research Interest
5. Course Evaluations or Summaries
6. Sample Publications

### Optional Documents

## Posting Specific Questions

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Required fields are indicated with an asterisk (\*).

1. \* Will you have completed all requirements for a Ph.D in Marketing or a related field by date of appointment?
  - Yes
  - No
2. \* Will you have at least two years of experience as a tenure track faculty member, visiting faculty member, or postdoc by date of appointment?
  - Yes
  - No
3. \* Can you demonstrate strong potential for or commitment to scholarly research as evidenced by publications in the top marketing journals commensurate with rank?
  - Yes
  - No
4. \* Can you demonstrate teaching excellence by providing teaching evaluations?
  - Yes
  - No