

# Lecturer of Marketing (Faculty)

[Georgia College & State University](#) in Georgia

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**Date Posted**      October 22, 2019

**Type**                Non tenure track

**Salary**              Competitive

**Employment Type** Full-time

## Lecturer of Marketing (Faculty)

Department of Management, Marketing, and Logistics houses over 800 majors, and teaches a number of service courses in the College of Business (CoB). The CoB enrolls over 1,700 undergraduate and graduate students.

This position will support the BBA – Marketing and all BBA majors in the College of Business. The position will reside in the Department of Management, Marketing, and Logistics which supports the undergraduate and graduate curriculum across many majors and offers the Bachelor of Business Administration with a major in Marketing.

Faculty - Teaching/Instructing

Teach undergraduate Marketing courses, such as Principles, Advertising/IMC, Retailing, International and Social Media.

Teaching responsibilities include course instruction in the CoB. This faculty member will also contribute to the Georgia College core curriculum by teaching topical

freshman (GC1Y) or sophomore seminar (GC2Y) courses. All Georgia College faculty share the responsibility of teaching our core curriculum and providing foundation courses for majors and non-majors alike. To carry out our public liberal arts mission, we seek faculty with the desire and ability to engage students as they launch their intellectual journey. Applicants are expected to have the knowledge and ability to convey current philosophies, practices and theories related to the academic discipline of Marketing.

#### Faculty - Professional Development

##### Academic Achievement/Professional Development

- Publications (editing, citations)
- Presentations at professional meetings
- Current work in circulation or in progress
- Grants received or applied for
- Membership and participation in professional organizations
- Other professional service or development activities

#### Faculty - Service to Institution

##### Service to the Institution

- Committee memberships and offices
- Programs directed and advised
- Participation in special programs or projects
- Other service in the institution

The department is especially interested in candidates who can work collegially and effectively with individuals of diverse backgrounds and whose experience, research, teaching, and service can contribute to the diversity and excellence of the academic community.

Georgia College is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without consideration to age, color, disability, gender, genetic information, national origin,

race, religion, ethnicity, sex, sexual orientation, or status as a protected veteran.

**Minimum Requirements:**

Masters Degree and 18 graduate credit hours within the teaching discipline are required that meet SCACSCOC accreditation requirements stated in C.S. 3.7.1 ([www.sacscoc.org](http://www.sacscoc.org) (faculty credentials))

**Preferences:**

Ability to teach Advertising/IMC, Retailing, and Social Media.

Strong communication skills.

Evidence of methodological innovation and creative teaching strategies is highly desirable.

A terminal degree in Marketing or closely related discipline is preferred.

Hiring preference will be given to faculty who demonstrate an understanding of Georgia College's mission and who are enthusiastic about working closely with high-achieving students within an academic community dedicated to the advancement of knowledge through learning and scholarship.



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## How To Apply

You can apply for this position online at <http://www.gcsujobs.com/postings/6849>.