



Loyola University Chicago Quinlan School of Business Search for a Lecturer in Digital Marketing

The Department of Marketing at Loyola University Chicago invites applicants to apply for a clinical, non tenure-track appointment in Marketing beginning in Fall 2017. Previous teaching experience in Digital Marketing, as well as business experience, preferably in the Chicago metropolitan area, is preferred. Recent research activities in Marketing or related fields are recommended.

Responsibilities will include the following: The successful candidate will teach a variety of undergraduate courses related to Marketing majors, with a focus on digital marketing. Specific course assignments might include digital marketing strategy, social media, search engine marketing, content marketing, and digital analytics. The successful candidate will be a thought-leader in this dynamic evolving area and work with colleagues to develop and maintain appropriate digital curriculum.

For further program information see <http://www.luc.edu/quinlan/undergraduate/marketing/>.

Academic and Professional Qualifications include a minimum of an earned master's degree in business administration, Marketing, or a closely related field; leadership experience in business; and teaching experience. Although not required, a PhD and a record of recent research activities as defined by AACSB will be preferred. Qualified candidates must demonstrate teaching effectiveness, a strong understanding of and commitment to the mission of the university.

Salary will be competitive and commensurate with qualifications and experience. Summer school employment is available based on program needs and other personnel considerations.

Other Information: The Quinlan School of Business at Loyola University Chicago is an AACSB accredited institution. It presently has approximately 1,600 undergraduate and 700+ graduate students, 75 full-time faculty and six endowed chairs. The marketing department consists of a group of internationally recognized scholars with publications in some of the leading marketing journals including, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Advertising*, and *Journal of Retailing*. The School is located in the heart of Chicago's Gold Coast, just west of Michigan Avenue and Chicago's historical Water Tower. This location provides the School with close connections to Chicago's business communities. The School supports an undergraduate business curriculum, which includes a major and minor in Marketing, an evening MBA program with both full-time and part-time students, an EMBA and other executive education programs, and several specialty masters

programs including a Master of Science in Integrated Marketing Communications. The 2016 U.S. News & World Report ranked the undergraduate marketing program #21 in the nation. Quinlan's undergraduate business program was recently ranked No. 63 (*Bloomberg Businessweek*, 2016) and No. 77 (*U.S. News & World Report*, 2017).

Application:

Application Deadline: The position is open until filled. Position starts Fall 2017.

Interested parties must register their application at www.careers.luc.edu/applicants/Central?quickFind=59294.

For additional information, please contact:

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