

Marketing Assistant Professor

Institution:	Maryville University of Saint Louis
Location:	St. Louis, MO
Category:	Faculty - Business - Marketing and Sales
Posted:	03/27/2019
Application Due:	Open Until Filled
Type:	Full-Time

Posting Number

20100751

Job Summary/Basic Function

At Maryville University, we power dreams-not just degrees. Our vision is to be the innovative leader in higher education promoting a revolution in student learning that expands access and opportunities for all.

Maryville University is searching for an energetic and passionate tenure-track Assistant Professor of Marketing to join our John E. Simon School of Business where we are serious about our mission to develop future leaders. We seek educators who think innovatively, build competence in technology, and use engaging pedagogy to help our students deepen their learning and broaden their perspectives.

The ideal candidate will teach courses and have a strong desire and ability to work collaboratively with other colleagues across campus to shape the curricular focus of the Marketing program to address dynamic and evolving concepts and best practices in Integrated Marketing and Communications. A key component of this initiative is to update and broaden our academic curriculum to provide students sought-after marketing industry skills, including digital fluency, together with strategic knowledge in order to develop marketing leaders who can effectively address challenges of the future. Expertise in digital marketing and marketing analytics is expected. Instruction will be in both online and on-campus course settings, for undergraduate and graduate courses, based on program needs. The candidate must be committed to fostering a positive, culturally diverse atmosphere for faculty, staff and students.

Responsibilities for all faculty members:



- Teach assigned courses as specified in the schedule and course contract, employing a variety of pedagogical styles to effectively deliver course content demonstrating both academic and real-world applications of concepts covered.
- Develop innovative pedagogical strategies, including the use of technology, to deliver course content in a meaningful and engaging manner.
- Foster a teaching-learning environment that values and supports the diversity of students' ideas, opinions, and backgrounds and prepares them for success in a culturally diverse work force.
- Develop curriculum and assist with the growth of updated marketing program.
- Foster mutually beneficial relationships with local marketing professionals to build internship and career opportunities and cutting-edge, market-relevant curriculum.
- Work closely with advisees and Life Coaches to facilitate students' academic and personal success.
- Propose and work toward a productive research/scholarship agenda consonant with the demands of a teaching-focused institution.
- Serve on School and University committees as needed.

Minimum Qualifications

- Earned Doctorate in Marketing, Business, or closely related field (ABD candidates with a plan for completing degree by May 2020 and a minimum of three years relevant, professional experience will be considered)
- College or university level teaching experience
- Expertise in digital marketing and marketing analytics
- Willingness and ability to learn new academic technology and engaged pedagogy to facilitate student learning

Preferred Qualifications

- 3+ years relevant industry experience in Integrated Marketing and Communications
- Experience in online teaching and online course development
- Experience with higher education curriculum development

Posting Date: 03/12/2019

Open Until Filled: Yes

Special Instructions to Applicants

An offer of employment is contingent upon successful completion of a background screening.

Teaching philosophy, letter of professional interest indicating area(s) of focus and approach to meeting the responsibilities outlined above for the chosen position, curriculum vitae, and 3-5 professional references must be attached to complete the application

process.

Applicants requiring University sponsorship to obtain employment authorization will not be considered for this position.

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Quicklink

<http://jobs.maryville.edu/postings/2394>

APPLICATION INFORMATION

Contact:	Maryville University of Saint Louis
Online App. Form:	https://jobs.maryville.edu/postings/2403

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