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Department of Marketing
Broad College of Business
MICHIGAN STATE UNIVERSITY

Michigan State University

Two Tenure-System Assistant, Associate or Full Professor Positions

Description

Position Summary

Michigan State University, Broad College of Business, Department of Marketing is seeking applications for two tenure-system positions (open rank) with primary responsibilities in research, teaching, and engaging in service activities for the academic discipline department. For one position, we are explicitly seeking candidates with research and teaching expertise in the applied Consumer Behavior domain (consumer-oriented marketing topics with clear managerial implications). For the other position, we are open to candidates with interests in any area of marketing management or strategy but are especially interested in candidates with expertise in Customer Experience and/or Service Marketing. A doctorate in marketing is required as are significant accomplishments in research and teaching at an AACSB accredited university. Our strong preference for both positions is for someone at the Advanced Assistant or Associate Professor rank, but we also will consider candidates at the Professor level or (with a strong publication record in premier journals) at the rookie level. Both positions will start in August, 2019 or sooner based on the interest and availability of the candidate.

Job Information

Location:

East Lansing, Michigan,
United States

Job ID:

41118690

Posted:

May 16, 2018

Position Title:

Two Tenure-System
Assistant, Associate or Full
Professor Positions

School Name:

Michigan State University

Specialties:

All

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Summer AMA**

The Marketing Programs at Michigan State University have received numerous accolades in recent years (see <http://marketing.broad.msu.edu> for some of these rankings). For example, MSU's Department of Marketing is among the top 15 in the world for research impact, with the full professors ranked #7 worldwide. Our Master's degree in Marketing Research (MSMR) is ranked #1 and our undergraduate program is ranked 21st in the nation. Our undergraduate program in Sales has won several awards. And, our international marketing/business program, housed in the Department of Marketing, has been among the elite in the world in both education ranking and research impact for some twenty years.

We offer a range of programs – a Ph.D. in Marketing, Executive and full-time MBAs, MS in Marketing Research (offered both face-to-face and online), online certificate programs, a large undergraduate program, as well as extensive executive education programs.

Michigan State University's Marketing programs have a heritage of leadership, recognized in both the academic and business communities. Current faculty members include a combination of well-known senior scholars with established reputations and respected research records along with impressive junior faculty.

In addition to a great academic atmosphere, Michigan State University is located in East Lansing, MI, an attractive community appreciated for its high quality of life, low cost of living, excellent schools, and easy access to major Midwest population centers, along with boundless recreation and cultural opportunities. Specifically, the area boasts the Broad Art Museum, Wharton Center for Performing Arts, one of the most successful College Athletic Programs in the country, as well as a wide variety of outdoor activities.

Michigan State University is an Equal Opportunity/Affirmative Action Institution. Applications from women, veterans, individuals with disabilities and people from diverse racial, ethnic, and cultural backgrounds are encouraged. Persons with disabilities have the right to request and receive reasonable accommodation.

Conference?:

Yes

Position Start Date:

Fall 2019

Michigan State University

Founded in 1855, Michigan State University (msu.edu) has always been an innovator in research, teaching, and application of knowledge. In 1863, Michigan State was designated the beneficiary of the Morrill Land-Grant Colleges Act endowment, becoming the pioneer land-grant college in the United States and serving as a prototype for future institutions. From these origins, Michigan State has evolved into a comprehensive, global, world class university with a full spectrum of programs and attracting a diverse set of gifted professors, staff members, and students. The University has been an elected member of the Association of American Universities since 1964.

Michigan State enrolls approximately 51,000 students, including 11,300 graduate and professional College students, and it employs more than 11,600 faculty and staff members. The University offers more than 200 programs of study at the bachelor, masters and doctoral levels. MSU is guided by “Bolder by Design” (bolderbydesign.msu.edu) as a “shared strategic framework that aligns our efforts across Michigan State University and around the globe, harnessing the power of working together to achieve our highest aspirations and to fuel the creation of better outcomes and growing value for our students, state, nation, and world.”

Eli Broad College of Business

The Broad College has 125 full-time faculty in five departments: Accounting and Information Systems, Finance, Management, Marketing, and Supply Chain Management and one industry specific unit, The School of Hospitality Business. The work of the College is supported by a 100-person administrative staff and 50 academic specialists. Currently, some 7,700 students are enrolled in the Broad College (approximately 6,700 undergraduates and 980 graduate and doctoral students), making Broad one of the largest business colleges in the country.

The Broad College is consistently a top 25 business college in rankings. The Broad vision is to be the leader in creating knowledge and developing transformational thinkers and doers who make business happen. A core focus of the college’s strategic plan is on the 3Rs –

Recognition for the Broad College is the result of the accomplishments of our world-renowned faculty, our students, and our alumni. From this we have built a reputation for being one of the top business schools in the world, and this is reflected in our rankings.

Required Degree

Ph.D.in a relevant area of scholarship.

Minimum Requirements

Applicants should possess a strong publishing record and pipeline, including articles in the top academic journals (JM, JMR, JCR, Marketing Science) as well as the ability to teach effectively at all levels.

Desired Qualifications

Applicants with research interests in any focal area of marketing management are welcome, although we have a strong preference for candidates with an expertise in consumer behavior (1 position) and/or customer experience or service marketing (1 position). We prefer candidates with 1-6 years of experience at the Assistant Professor level or at the Associate Professor level.

Required Application Materials

Applicants will be required to submit CV and Cover Letter.

Special Instructions

To be considered for this position, please submit materials through the MSU Jobs website: <http://careers.msu.edu/cw/en-us/listing/>. Please apply to Posting #502469. To be eligible for full consideration, all application materials should be received by July 1, 2018, but the position will remain open until filled. Contact Dr. Richard Spreng, Chair of the Search Committee spreng@msu.edu, for additional information

About Michigan State University

This school does not currently have a profile. Please refer to the school's website or job descriptions to learn more about them.

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