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Missouri Southern State University

Assistant Professor of Marketing

Description

Assistant Professor of Marketing

Interviewing at the 2018 AMA Summer Academic Conference

The Robert W. Plaster School of Business at Missouri Southern State University is seeking applicants for a full-time tenure-track position in Marketing at the Assistant level beginning fall 2019. Missouri Southern State University (MSSU) is a four year liberal arts institution serving over 6,500 students. Expanding graduate and undergraduate programs provide faculty with rich opportunities for service and scholarship. Internationally-focused semesters and enriching cultural events in theater, art, music, and film create an engaging learning environment for students and citizens of the region.

MSSU is located in Joplin, MO, which is considered to be the Crossroads of America, and serves as the commercial hub for the four states area. Joplin is a resilient, vibrant, and growing city with a population of over 52,000 serving a combined metro area of 210,000 and a market area of over 350,000 people in Missouri, Oklahoma, and Kansas. Parks, sports, lakes, hunting, fishing, biking, and entertainment characterize the Joplin region's quality of life. With a temperate, four-season climate, there is plenty of opportunity to enjoy the outdoors from community parks, to walking and biking trails to floating down one of the many area Ozark streams. Art galleries, museums, concerts, and the variety of shopping and eateries offered throughout the region add to the

Job Information

Location:

Joplin, Missouri, 64801,
United States

Job ID:

42026230

Posted:

June 26, 2018

Position Title:

Assistant Professor of
Marketing

School Name:

Missouri Southern State
University

Specialties:

Direct Marketing, Marketing
Analytics, Online Marketing,
Strategy, Consumer
Behavior, Interactive
Marketing, General
Marketing

**Do you plan on
interviewing at the
Summer AMA
Conference?:**

year-round quality of living in the area. The Joplin area also offers a low cost of living, one of the lowest housing costs in the United States, and strong medical care with two major regional medical centers based in Joplin. Joplin schools and those in the nearby communities are some of the most recognized and respected schools in the state. There is quick and easy access to Northwest Arkansas, Kansas City, and Tulsa, as well as numerous outdoor activities and attractions throughout the Ozarks.

Yes

Position Start Date:

Fall 2019

Job Duration:

Indefinite

The Plaster School of Business (PSB) is accredited by ACBSP and is moving towards AACSB with 25+ full-time tenured/tenure track faculty serving approximately 1,000 students. The PSB offers two graduate programs: Master of Accountancy and Master of Science Management. Undergraduate programs include Accounting, Economics, Finance, Management, HR Management, Marketing, and International Business. In addition, certificates are available in Entrepreneurship and Management. The Small Business and Technology Development Center is also housed within the Plaster School of Business.

The Plaster School is seeking qualified individuals to teach a variety of undergraduate and graduate courses which may include Marketing Principles, Consumer Behavior, Marketing Research, Social Media Marketing, Marketing Analytics, and Marketing Strategy. Instructional delivery may occur through traditional, on-line, and alternative instructional methods. Academic requirements include an earned doctorate by no later than December 31, 2018 in Marketing from an accredited institution. Qualifications to teach effectively in courses and a record of, or strong evidence of potential for, scholarly activity are required. Scholarly activity, student advising, and service are integral parts of this faculty position. Demonstrated ability to work with and/or knowledge of diverse populations is preferred. Related business experience is also desirable. Voluntary summer and winter contracts may be available.

Apply at www.mssu.edu/jobs. Submit a confidential letter of application, vitae, unofficial transcripts, and contact information for three references. Review of applications will be ongoing until a qualified candidate is selected. Official transcripts are required 45 days after contract is issued.

MSSU is an EOE employer with a strong institutional commitment to the achievement of excellence and diversity among faculty and staff. Employment will require a background check. MSSU is an E-verify

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