

Assistant/Associate Professor, Marketing Analytics

Institution:	Montclair State University
Location:	Montclair, NJ
Category:	Faculty - Business - Marketing and Sales
Posted:	08/28/2017
Application Due:	Open Until Filled
Type:	Full Time



MONTCLAIR STATE UNIVERSITY

The Feliciano School of Business at Montclair State University invites applications for one full-time tenure track faculty position in Marketing Analytics at the Assistant or Associate Professor levels, starting September 1, 2018. The candidate selected will be expected to teach courses at both the undergraduate and graduate levels, such as Marketing Analytics, Marketing Research, and Marketing Strategy. The Department of Marketing offers a BS in Business Administration with concentrations in Marketing, Retail Merchandising and Management, International Business, and Sports, Events, and Tourism Marketing. The department also supports the MBA Program with professors teaching both marketing and international business courses. As the department has a rich portfolio of programs, we seek candidates who can be effective teaching across -programs. In addition, the candidate is expected to pursue scholarly research leading to publications in high-quality, peer-reviewed journals; engage in outreach activities with the local business community; increase the visibility of the department programs; serve on department, school, and university-level committees; advise students; and participate in curricular review and development activities.

The Feliciano School of Business is accredited by AACSB International at both the undergraduate and graduate levels. It offers a BS in Business Administration (ten concentrations), BS in Accounting, BA in Economics, MBA (six concentrations, cohort based model), MS in Accounting, MS Business Analytics degree programs and several graduate level certificates. In fall 2015, the Feliciano School officially opened a new

143,000-square-foot, six-story, high-tech, interactive learning environment for their 3,500 undergraduate and graduate students. Among the building's many noteworthy features are a 3-D printing innovation lab, a Social Media Listening Center powered by Radian6, a Financial Resource Center with multiple Bloomberg terminals, interview rooms for corporate recruiting, state-of-the-art classrooms and computer labs, a 150-seat lecture hall that may be used for public events as well as classes, collaborative spaces for networking, team building and group study and market research/analysis labs. The recently named Ellyn A. McColgan Student Services Center provides undergraduate students with integrated and individualized academic advisement and career placement programs from admission to graduation, and graduate students with support and resources for career development. The school also incorporates the Feliciano Center for Entrepreneurship, which fosters an entrepreneurial mindset and nurtures an extensive community of followers through innovative, interdisciplinary programs and events. The Feliciano School of Business is highlighted in The Princeton Review's Guide to the Best 295 Business Schools.

Nearly 105 full-time faculty and 35 staff members bring an impressive range of expertise to the School, with terminal degrees and advanced training from leading universities. The Feliciano School of Business is committed to enhancing its reputation and engagement with the business community while raising its scholarly profile, and dedicates substantial resources to support faculty research and development.

Qualifications & Requirements

- Qualified candidates must hold a Doctorate in Marketing with specialization in Marketing Analytics or related quantitative fields (or be expected to complete their doctorate by August 2018), exhibit potential to publish in high-quality journals, and have teaching experience.
- Quantitative trained candidates must clearly articulate in their application how their research, teaching, and training qualifies them for the marketing analytics position.
- Preference will be given to qualified candidates who have publications in peer-reviewed journals and/or a strong research pipeline, delivered presentations at national and/or international conferences, demonstrated excellence in teaching evidenced by peer and student evaluations, have experience and/or interest in teaching and curricular development in on-line or hybrid formats, and demonstrated evidence of the ability to build relationships with business partners.
- Candidates with professional experience through consulting or corporate roles may also apply.

Send cover letter and resume to
(include vacancy # if above)

Dr. Yawei Wang
Chair, Department of Marketing
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Apply By: Until position is filled.

APPLICATION INFORMATION

Contact:	Montclair State University
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Fax:	973-655-7210
Online App. Form:	https://app1.montclair.edu/xf/hr_jobpostings/details.php...
Email Address:	wangya@montclair.edu

Montclair State University is a research doctoral institution ranked in the top tier of national universities. Building on a distinguished history dating back to 1908, the University today has 10 colleges and schools that serve 21,000 undergraduate and graduate students with more than 300 doctoral, master's and baccalaureate programs. Situated on a beautiful, 252-acre suburban campus just 14 miles from New York City, Montclair State delivers the instructional and research resources of a large public university in a supportive, sophisticated and diverse academic environment.

Montclair State University is an Equal Opportunity/Affirmative Action institution with a strong commitment to diversity. Additional information can be found on the MSU website at montclair.edu

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