



**Department of Marketing
College of Business
New Mexico State University (NMSU)**

Department Contact Name	Christopher R. Plouffe
Department Contact Title	Professor of Marketing
Department Contact Phone	575.646.6713
Department Contact Email	marketingrecruiting@nmsu.edu, or: cplouffe@nmsu.edu

Requisition Number	<ul style="list-style-type: none">• 1700045F
Internal or External Search	External – Open to all Applicants
General Information on Campus and Dept. Unit	<p>New Mexico State University (NMSU) is a comprehensive land-grant institution of higher learning accredited by the Higher Learning Commission (HLC) of the North Central Association of Colleges and Universities. An active research university, NMSU anchors the southern end of New Mexico’s Rio Grande Research Corridor, exceeding \$126 million in research and public service expenditures. NMSU is classified as a Hispanic-serving institution by the federal government with a total minority enrollment over 48%. Home to the state’s NASA Space Grant Program, NMSU is located in beautiful Las Cruces, which features desert mesas, the farmlands of the Rio Grande Valley, and the Organ Mountains, an extension of the Rocky Mountain chain. The University is committed to building a cultural diverse educational environment.</p> <p>The College of Business at NMSU is fully accredited by AACSB. The Department of Marketing houses a vibrant Doctoral Program in Marketing, and is the only University in the state of New Mexico to offer Doctoral Training in Business Education. The Marketing Department also possesses a dedicated Behavioral Research Facility with related research technology for Faculty and PhD student usage.</p>
Position Number & Web Address for Applying	<ul style="list-style-type: none">• NMSU Position # 199800: (Asst. Prof., Marketing – Social Media Marketing, Digital / Online Marketing, and / or Marketing Analytics). <u>Link to Apply for Position # 199800:</u><ul style="list-style-type: none">○ http://jobs.nmsu.edu/postings/28193
Position Job Title	Assistant Professor of Marketing
Rank	Assistant Professor
Tenure Status	Tenure Track
Position Summary	This position is for an August, 2018 start date. While the position is primarily targeted at newly-minted PhDs seeking their initial Tenure Track appointment, we also encourage

	<p>applications from early-career Assistant or Associate Professors for whom the positions, and NMSU, seem a good fit.</p> <p>The successful candidate will have responsibilities in publishing leading research, teaching, advising students, and service to the department, college, university, and community. The position requires continued scholarly activity, including research publications in refereed academic journals. The initial teaching course load is a 2 / 2 load for the first three academic years; thereafter, the teaching load could rise to the current standard for the department of 5 classes a year depending on budgetary concerns.</p>
Required Qualifications	<p>Candidates should have demonstrated skills in verbal and written communication, and competency to interact effectively with students, colleagues and staff. Applicants should have experience in classroom teaching, with demonstrated teaching effectiveness. Candidates must also have a solid record of scholarly research publication, or the promise of publication (i.e., for new PhDs), commensurate with their career level and requisite experience in the academic profession. Motivation to pursue external research funding and work on multidisciplinary teams is desirable. Applicants must possess an earned doctorate in Marketing or doctorate in a closely related discipline with marketing research experience, by the date of hire.</p>
Preferred Qualifications (Desired Characteristics)	<p>While applications from all sub-disciplines of Marketing scholarship are welcome, the Marketing Dept. at NMSU does have preferences regarding the specific skill set for this position. This position will ideally be occupied by a scholar with skills, interests, and experience in social media marketing, digital / online marketing, and / or marketing analytics. A desire, or at least future interest, in teaching in one of the two MBA Program offerings is also appealing. <i>{NMSU Position # 199800}</i>.</p> <p>Importantly, the successful candidate for this position will be expected to play a role in the PhD Program in Marketing at NMSU. In this spirit, the successful candidate will be expected to actively participate in graduate education by serving on graduate committees and supervising PhD Dissertation research.</p> <p>The position requires continued scholarly activity, including research publications in leading academic journals in the marketing field. Courses to be taught will be determined based on the experience and interests of the candidate as well as the needs of the Marketing Department, and may include online instruction and / or graduate instruction.</p>
Special Requirements of the Position	
Special Instructions to Applicants	
Campus/Work Site	Main Campus
Appointment Status	Regular, Full-time
Appointment Full-time Equivalency	1.0
Appointment Base	Academic

Posting Date	May 19, 2017
Closing Date	February 15, 2018
Target Salary Range	Commensurate with experience and education.
Position funded by grant or other form of temporary funding	No
Anticipated Job Begin Date (optional)	August 13, 2018
Anticipated Job End Date, if applicable (optional)	

Applicant Documents – Required:

Required Documents (please submit as PDF Files via the NMSU Job Application Portal – URL and Web Link is below)

1. Resume / CV
2. Letter of Interest / Cover Letter
3. Unofficial Transcripts

To Apply, please go to:

<https://jobs.nmsu.edu/postings/28193>