

Assistant Professor of Marketing (Digital Marketing)

[Northern Illinois University](#) in Illinois

- [Save](#)
[Print](#)

Deadline	Open until filled
Date Posted	August 8, 2019
Type	Tenured, tenure track
Salary	Not specified
Employment Type	Full-time

The Department of Marketing at Northern Illinois University invites applications for a tenure-track position subject to funding at the Assistant or advanced Assistant Professor level beginning August, 2020.

Required Qualifications

The successful candidate will have a Ph.D. or D.B.A. from an AACSB accredited institution in marketing, or related discipline. A.B.D. candidates are expected to complete all requirements within one year of appointment.

Preferred Qualifications

College-level teaching experience, publication evidence in digital marketing area, relevant business experience, and interacting with a diverse student population are desired.

Duties and Responsibilities

Primary teaching responsibilities will include teaching one or more courses in Digital Marketing Strategy, Digital Analytics, Database Marketing, Search Engine Optimization, Content Marketing, Social Media Marketing and Advertising, Digital Marketing Campaign Measurement, Mobile Marketing, etc. at the undergraduate and graduate levels. The faculty member will also be responsible for conducting research, publishing in the department-approved academic journals, providing service to the Department, and being engaged with the profession.

Application Procedures

Interested persons must submit their application materials online through the NIU Human Resource site at <http://employment.niu.edu/postings/47181>. Applicants may address questions to Dr. Ursula Y. Sullivan, Search Committee Chair, Department of Marketing at usullivan@niu.edu. Full reviews of completed applications will begin on September 06, 2019; however, applications will be accepted until the position is filled. Faculty representatives will conduct preliminary interviews at the 2019 AMA Summer Educator's conference in Chicago, IL and virtually via videoconferencing in the weeks following the conference. The position is provisionally open at this time and is subject to funding.

In compliance with the Illinois Campus Security Act, before an offer of employment is made, the university will conduct a pre-employment background investigation, which includes a criminal background check.

University and College Description

Ranked in Business Week's Top 100 Undergraduate Programs and by Crain's Chicago Business as having one of Chicago's Best MBA Programs, Northern Illinois University is one of the largest public universities in the state of Illinois. The College of Business at NIU is AACSB accredited at both the undergraduate and graduate levels. The Department of Marketing has 11 full-time faculty members and offers a diverse and collegial work environment in a state-of-the-art facility. The main campus of the University is located 60 miles west of Downtown Chicago in DeKalb, IL. The Department and Digital Marketing Program maintain extensive ties with

the Chicago business community and offer ample opportunities for personal and professional growth. This extensive corporate involvement allows the Department to provide generous support for research including resources for travel, data collection and research grants. The Department has recently launched a fully online Master of Science in Digital Marketing (MSDM) program and provides excellent growth opportunities.

Tenure track faculty in the College of Business have an annual teaching load of 15 credit hours (3/2 load) and receive a course release their first two years at the institution (2/2 load first two years).

Additionally, new faculty typically receive a research grant in the summers following their first and second year at the institution. Salary is AACSB competitive.

EEO Statement

In accordance with applicable statutes and regulations, NIU is an equal opportunity employment employer and does not discriminate on the basis of race, color, national origin, ancestry, sex, religion, age, physical and mental disability, marital status, veteran status, sexual orientation, gender identity, gender expression, political affiliation, or any other factor unrelated to professional qualifications, and will comply with all applicable federal and state statutes, regulations and orders pertaining to nondiscrimination, equal opportunity and affirmative action. NIU recognizes Dual Career issues.

Visa Policy

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.

ADA Accommodation

NIU remains committed to ensuring that its recruitment and application procedures include full opportunities for applicants with disabilities. Employment

opportunities will not be denied to anyone because of the need to make accommodations for a person's disability during either the application or interview process. An applicant who believes they require an accommodation to participate in the employment process due to a disability may request that accommodation through the Accommodation Request Form. This form can be obtained by contacting the Office of Academic Diversity, Equity and Inclusion (ADEI) at 815-753-8399.

Clery Act Information

NIU provides information regarding campus security, personal and fire safety, including topics such as: crime prevention, emergency response procedures and crime reporting policies, in addition to crime and fire statistics for the most recent three calendar years. The Annual Security Report containing security and safety information is available at www.safety.niu.edu/clery or by contacting the University Police Department and Public Safety Department at 815-753-9628 to receive a hard copy. The Annual Fire Safety Report is available at www.niu.edu/clery/fire_report.pdf or by contacting the Environmental Health and Safety Department at 815-753-0404 to receive a hard copy.



People at Northern Illinois University

[Log In](#) or [Sign Up](#) to see ChronicleVitae members at this institution.

Jobs at Northern Illinois University

- **[Director of Corporate and Foundation Relations](#)**

[Northern Illinois University](#)

- **[Assistant Professor, Education Librarian/Social Sciences Librarian](#)**

[Northern Illinois University](#)

Assistant Professor of Marketing (Digital Marketing)

[Northern Illinois University](#) in Illinois

How To Apply

Please refer to the job description for information on how to apply.