

Job Description

Job Title:	Open Rank (Posting)	Department:	Medill - Integrated Mktg Comm
Job ID:	28557	Percent Full Time:	100.00
Location:	Evanston Campus	Minimum to Midpoint Salary:	TBD
Salary Grade:	FAC / 1		

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Marketing Analytics

The Medill School at Northwestern University seeks candidates for a tenured or tenure-track faculty position (Assistant, Associate or Full Professor) in its integrated marketing communications program. Candidates should have an interest in researching and teaching marketing analytics and digital/database marketing, and have a record of high quality scholarly research. Expertise in statistical and econometric models and/or machine learning algorithms required to analyze large, possibly unstructured, databases of consumer information is preferred. Knowledge of computer science and databases is desirable. Candidates should have a solid understanding of the strategic elements of marketing practice.

Candidates will be expected to teach both undergraduate and graduate students who will pursue careers in integrated marketing communications, to conduct and publish innovative research, and to perform professional service commensurate with rank.

Medill is a professional school, and thus it is critical that the successful candidate integrate theory and professional practice and that research be actionable by the professions. The Integrated Marketing Communications department offers a full-time 15-month master's program, a part-time two-year master's program, an online version of the part-time program and an undergraduate certificate program.

Candidates should have a completed, or nearly completed, PhD. The position is expected to be a tenure-track Assistant Professor; however other ranks or tenure-track status are possible. Faculty will teach in a demanding but rewarding environment at one of the nation's premier universities. Global interest and/or experience is a plus.

Anticipated start is September 2017. Applications should be received by July 15, 2016. Initial interviews will take place at the AMA conference in Atlanta in August. Send letter, CV, copies of research papers, and two letters of recommendation to Search Committee, Attn: Robin Young, Medill School of Journalism, Media, Integrated Marketing Communication, 1870 Campus Drive, Evanston, Ill. 60208, or to robin-young@northwestern.edu. Questions should be directed to Robin Young at robin-young@northwestern.edu.

Northwestern University is an Equal Opportunity, Affirmative Action Employer of all protected classes including veterans and individuals with disabilities. Women and minorities are encouraged to apply. Hiring is contingent upon eligibility to work in the United States.

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