

R·I·T

Rochester Institute of Technology, Saunders College of Business
FACULTY POSITION POSTING FORM ©

Position Title: Tenure Track Marketing Faculty – Assistant/Associate/Full

Faculty Rank: Instructor
 Assistant Professor
 Associate Professor
 Professor
 Lecturer

Faculty Type: Non-Tenure Track Lecturer
 Non-Tenure Track Visiting
 Non-Tenure Track Research
 Tenure Track
 Tenured

Department: Saunders College of Business, Marketing Department

Anticipated Start Date: Late August, 2018

DETAILED JOB DESCRIPTION:

The Saunders College of Business invites applications for a tenure-track faculty position at the Assistant, Associate or Full level in Marketing. Responsibilities include teaching graduate and undergraduate Marketing courses and publishing high quality scholarly research in Marketing. The Saunders College values collegial individuals who are excellent communicators, innovative teachers, and active researchers. The College works closely with the business community, which provides research and professional opportunities. The typical teaching schedule is five semester courses per year.

We are seeking an individual who has the ability and interest in contributing to a community committed to student-centeredness; professional development and scholarship; integrity and ethics; respect, diversity and pluralism; innovation and flexibility; and teamwork and collaboration. Select to view links to RIT's [core values](#), [honor code](#), and [statement of diversity](#).

THE COLLEGE/ DEPARTMENT:

The Saunders College of Business is served by 49 full-time faculty members who value collegiality and team work. The Saunders College is accredited by AACSB International and offers bachelors' degrees in business administration with seven different majors. Graduate programs include an MBA, an Executive MBA, and Masters of Science programs in Management and Finance. Saunders is ranked in the top 100 by US News and World Report. The Program for Innovation and Entrepreneurship was ranked as one of the most innovative programs in the world by Business Week. The Albert J. Simone Center for Innovation and Entrepreneurship enhances entrepreneurship activities, including the RIT Venture Creations Incubator.

THE UNIVERSITY AND ROCHESTER COMMUNITY:

RIT is a national leader in professional and career-oriented education. Talented, ambitious, and creative students of all cultures and backgrounds from all 50 states and more than 100 countries have chosen to attend RIT. Founded in 1829, Rochester Institute of Technology is a privately endowed, coeducational university with nine colleges emphasizing career education and experiential learning. With approximately 15,000 undergraduates and 2,900 graduate students, RIT is one of the largest private universities in the nation. RIT offers a rich array of degree programs in engineering, science, business, and the arts, and is home to the National Technical Institute for the Deaf. RIT has been honored by *The Chronicle of Higher Education* as one of the "Great Colleges to Work For"

for four years. RIT is a National Science Foundation ADVANCE Institutional Transformation site. RIT is responsive to the needs of dual-career couples by our membership in the [Upstate NY HERC](#).

Rochester, situated between Lake Ontario and the Finger Lakes region, is the 51st largest metro area in the United States and the third largest city New York State. The Greater Rochester region, which is home to nearly 1.1 million people, is rich in cultural and ethnic diversity, with a population comprised of approximately 18% African and Latin Americans and another 3% of international origin. It is also home to one of the largest deaf communities per capita in the U.S. Rochester ranks 4th for "Most Affordable City" by Forbes Magazine, and MSN selected Rochester as the "#1 Most Livable Bargain Market" (for real-estate). Kiplinger named Rochester one of the top five "Best City for Families."

REQUIRED MINIMUM QUALIFICATIONS:

Assistant Professor Rank

Qualified candidates should hold a Ph.D. or D.B.A. in Marketing, or equivalent, from an AACSB-accredited institution. For rank of Assistant Professor, candidates may be ABD with expected completion by August 2018.

Preference will be given to candidates whose teaching interests align with our New Media Marketing and Marketing program curricula. The curricula include required coursework in: Internet Marketing, Marketing Analytics, Consumer Behavior, Marketing Strategy, Social Media Marketing and Search Engine Marketing and Analytics.

Candidates must have strong research skills and potential for scholarly research as demonstrated by publications in peer reviewed journals, and/or academic conference proceedings. Candidates should also have a demonstrated ability to teach effectively. All candidates should have a willingness to interact with business community and an ability to contribute in meaningful ways to the college's continuing commitment to cultural diversity, pluralism, and individual differences.

Associate Professor Rank

Qualified candidates should hold a Ph.D. or D.B.A. in Marketing, or equivalent, from an AACSB-accredited institution. For rank of Associate Professor, candidates must have a proven record of scholarly research and evidence of teaching excellence and strong service experience. All candidates should have a willingness to interact with business community.

Preference will be given to candidates with experience teaching that aligns with our New Media Marketing and Marketing program curricula. The curricula include required coursework in Internet Marketing, Marketing Analytics, Consumer Behavior, Marketing Strategy, Social Media Marketing and Search Engine Marketing and Analytics.

Candidates require an ability to contribute in meaningful ways to the college's continuing commitment to cultural diversity, pluralism, and individual differences.

HOW TO APPLY:

Apply online at <http://careers.rit.edu/faculty>; search openings, then Keyword Search 3197BR. Please submit your application, curriculum vitae, cover letter addressing the listed qualifications and upload the following attachments:

- A brief teaching philosophy
- A brief research philosophy
- The names, addresses and phone numbers for three references
- [Contribution to Diversity Statement](#)

You can contact the search committee with questions on the position at:

Victor Perotti, Ph.D.

Professor and Department Chair

mktgsearch@saunders.rit.edu

Interviews will be conducted at the American Marketing Association 2017 Summer Marketing Educators' Conference.

"RIT does not discriminate. RIT is an equal opportunity employer that promotes and values diversity, pluralism, and inclusion. For more information or inquiries, please visit [RIT/TitleIX](#) or the U.S. Department of Education at [ED.Gov](#)"