

## Assistant/Associate Professor of Marketing

<b>Institution:</b>	Rowan University
<b>Location:</b>	Glassboro, NJ
<b>Category:</b>	Faculty - Business - Marketing and Sales
<b>Posted:</b>	07/27/2017
<b>Type:</b>	Full Time

Rowan University is a public comprehensive state-designated research institution with approximately 17,300 students. Its main campus is located in Glassboro, N.J., 20 miles southeast of Philadelphia, with additional campuses in Camden and Stratford. The University comprises seven colleges and five schools: the William G. Rohrer College of Business; the Henry M. Rowan College of Engineering; the Colleges of Communication and Creative Arts, Education, Humanities and Social Sciences, Performing Arts, and Science and Mathematics; the Cooper Medical School of Rowan University; the Rowan University School of Osteopathic Medicine; the Graduate School of Biomedical Sciences; the School of Health Professions; and the School of Earth and Environment. Rowan is one of two public universities in the country to offer M.D. and D.O. medical degree programs. The institution is also home to the South Jersey Technology Park, which fosters the translation of applied research into commercial products and processes. Rowan has been recognized as one of the top 100 public universities in the nation and is ranked third among public institutions in the North by *U.S. News & World Report*.

### Department Information:

The Department of Marketing and Business Information Systems is one of three academic departments within the Rohrer College of Business which is AACSB-accredited. The department also supports the Rohrer College of Business MBA program with specializations in Marketing, Management Information Systems, Supply Chain and Logistical Systems

The department offers Bachelor of Science degrees in Marketing, Management Information Systems, and Supply Chain and Logistics. In addition, the department offers undergraduate minors in Marketing and Management Information Systems and concentrations in the MBA program in Marketing, Management Information Systems, and Supply Chain/Logistical Systems.

The department is expanding its coverage of data analytics, data security, marketing research, and supply chain management as it relates to the programs housed in the department while maintaining its AACSB accreditation and building on its strengths in global business and strategy. With this new hire, the department expects to provide better coverage of existing courses, introduce new courses, build new partnerships, and increase integration of the programs as well as increased collaboration with other Rowan University colleges/departments/programs including but not limited to Computer Science and Systems Engineering.

**Description:**

Responsibilities include teaching undergraduate and graduate courses in marketing with an emphasis on courses that could include Digital and Social Media Marketing, Principles of Marketing, Consumer Behavior, and Business-to-Business Marketing; maintaining an active research agenda in a related area and in support of quality teaching; participating in assurance of learning activities; engaging actively in department, college, university, professional, and outreach activities as well as mentoring students.

Teaching assignments will include undergraduate and graduate courses in a traditional classroom format as well as online delivery.

**Qualifications:**

Ph.D. in Marketing from an AACSB accredited institution by August 31, 2018 is required.

Proven excellence as a teacher and demonstrated potential as a researcher are preferred.

Prior experience in graduate and online teaching is desirable as is relevant experience in a business setting.

**Starting Date:** September 1, 2018

**Procedure:**

Review of candidate materials will begin immediately. Applications will be accepted until October 1, 2017. Candidates are invited to submit their curriculum vitae (including names and email addresses of three references), cover letter, teaching philosophy, and research philosophy through the online submission address below:

<http://rowanuniversity.hodesiq.com/job-details.aspx?jobid=5483888>

The coordinator for this search is:

Dr. Phillip A. Lewis,  
Associate Professor  
Department of Marketing and Business Information Systems  
The Rohrer College of Business  
Rowan University  
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All positions are contingent upon budget appropriations.

## APPLICATION INFORMATION

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**Contact:** Rowan University

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**Online App. Form:** <http://rowanuniversity.hodesiq.com/job-details.aspx?job...>

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Apply through Institution's Website

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