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Rowan University

Assistant Professor of Marketing

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Description

Primary teaching responsibilities will include undergraduate and graduate marketing courses with a primary emphasis in one of the following: principles of marketing, consumer behavior, international marketing, or marketing research. A secondary teaching interest in an area such as business-to-business marketing, marketing science, retailing, social media marketing, services marketing or similar area is also expected. Teaching assignments will include undergraduate and graduate courses in a traditional classroom format as well as online delivery.

Successful candidates will have a demonstrated potential for excellence as a researcher as well as show a willingness to participate in assurance of learning activities; to actively engage in service activities, and advise/mentor undergraduate students.

Requirements

Ph.D. in Marketing from an AACSB accredited institution by August 31, 2017 is required.

Proven excellence as a teacher, commitment to service, and demonstrated potential as a researcher are preferred. Exposure to graduate and online teaching, PRME/Responsible Management Initiative, and relevant business experience are desirable.

Job Information

Location:

Glassboro, New Jersey, 08028,
United States

Job ID:

29235315

Posted:

June 27, 2016

Position Title:

Assistant Professor of Marketing

School Name:

Rowan University

Specialties:

Advertising, Branding, Direct Marketing, Marketing Analytics, Mobile, Marketing Research, Online Marketing, Retail Marketing, Strategy, Sports Marketing, Retailing and Pricing, Interactive Marketing, Business-to-Business, General Marketing

Do you plan on interviewing at the Summer Educators Conference?:

Yes **Position Start Date:**

Fall 2017 **Job Duration:**

Indefinite





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