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[Rowan University](#)

Assistant/Associate Professor of Marketing

Description

The Rohrer College of Business at Rowan University is seeking to fill two positions starting Fall 2019.

The first position has a focus on Marketing Research and Marketing Strategy with teaching responsibilities to include teaching undergraduate and graduate courses in marketing with an emphasis on courses that could include Marketing Research, Strategic Marketing Management, and Principles of Marketing.

The second position has a focus on Business-to-Business Marketing and Product Development with teaching responsibilities to include undergraduate and graduate courses with an emphasis on courses that could include Marketing Research, Business-to-Business Marketing, Marketing Channels, Business Logistics, Marketing Intelligence and Marketing Research

The position requires the maintenance of 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.

Job Information

Location:

Glassboro, New Jersey,
08028, United States

Job ID:

41735318

Posted:

June 12, 2018

Position Title:

Assistant/Associate
Professor of Marketing

School Name:

Rowan University

Specialties:

Branding,
Marketing Analytics,
Marketing Research,
Product Marketing,
Strategy,
Business-to-Business,
General Marketing,
Marketing Management

**Do you plan on
interviewing at the
Summer AMA**

Conference?:

Yes

Position Start Date:

Fall 2019

Requirements

Ph.D. in Marketing from an AACSB accredited institution by August 31, 2019 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.

About Rowan University

The department, the Department of Marketing and Business Information Systems, offers Bachelor of Science degrees in Marketing and Management Information Systems as well as the Bachelor of Science in Business Administration with a specialization in Supply Chain and Logistical Systems. In addition, the department offers undergraduate minors in Marketing and Management Information Systems and concentrations in the MBA program in Marketing and Management Information Systems.

The department plans to expand 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 and ABET accreditations and building on its strengths in global business and strategy. With these new hires, 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

Contact: Phillip A. Lewis

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