

# Assistant Professor of Marketing (non-tenure track) emphasis in social media/digital/analytics

[Rutgers-Camden School of Business](#) in New Jersey

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<b>Deadline</b>	Open until filled
<b>Date Posted</b>	August 18, 2017
<b>Type</b>	Non tenure track
<b>Salary</b>	Competitive

**Employment Type** Full-time

Rutgers University School of Business-Camden seeks applications for a full-time Assistant Professor of Professional Practice (non tenure-track) position with an emphasis in social media, digital marketing and/or analytics starting spring 2018. Candidates must show evidence (or strong potential) of effective teaching. The position's teaching requirements include teaching three courses per semester (spring and fall). Courses/areas could include: Marketing Analytics, Digital Marketing Strategy, Social Media & Mobile Marketing and/or Marketing Analytics at the undergraduate and/or graduate levels.

Teaching requirements could occur on-campus or at our off-campus locations as well as online. **Experience and/or willingness to teach in online**

**platforms is a must.** Salary is competitive. The position is subject to budget approval.

This positional should meet the Scholarly Academic (SA), Practice Academic (PA), Scholarly Practitioner (SP) or the position requirements as specified by AACSB (our accreditation body). Rank is subject to educational background, research activity, experience, contributions and accomplishments to the business academic and/or professional communities. Candidates will be required to maintain Academic Qualifications that are relevant to the type of position (SA/PA/SP)

To be appointed as a Scholarly Academic, the successful candidate will have a PhD (applicants with ABDs will be considered) and evidence of interest and involvement in scholarly knowledge and creation as well as participation in appropriate academic and professional organizations. Further, the candidate must maintain their scholarly activity contributions to the field.

To be appointed as a Practice Academic, the successful candidate must have either a Ph.D. or DBA in a business related field, would have started their career as an academic with an excellent record in the classroom teaching business, and noteworthy contributions to business knowledge creation. Over the years the candidate could have developed meaningful involvement and interactions with the business/professional community. Further, the candidate should maintain their scholarly and professional interests and contributions to the field.

To be appointed as a Scholarly Practitioner, the successful candidate will have a Ph.D., DBA or a masters degree in business administration or a related field, substantial and noteworthy accomplishments in business spanning multiple years, and evidence of interest and involvement in scholarly knowledge creation and relevant service to higher education. Further, the candidate should maintain their scholarly and professional interests and contributions to the field.

The Rutgers-Camden campus is located in southern New Jersey just across the

Delaware River from Philadelphia, with easy access to Atlantic City, New York, and Washington D.C. The campus serves over 6,500 students in undergraduate, graduate and Ph.D. programs.

Application materials including vita, sample research papers, and teaching ratings should be uploaded to the Rutgers University job posting site:

<https://jobs.rutgers.edu/> (Posting #17FA1239), directly to the following email: [sbcmrkt@camden.rutgers.edu](mailto:sbcmrkt@camden.rutgers.edu), or mail to: *Search Committee, Attn: (Helene Carlucci) School of Business, Rutgers University, 227 Penn Street, Camden, NJ 08102*. Screening will begin immediately and continue until the positions are filled. The individual who is hired must have proof of legal authority to work in the United States.

*Rutgers University is an Affirmative Action/Equal Opportunity Employer, and committed to diversity among faculty. Women, under-represented minorities, veterans, and individuals with disabilities are especially encouraged to apply.*



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Rutgers University School of Business-Camden

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