

Assistant Professor of Marketing (Tenure-Track)

JOB SUMMARY:

The Scott L. Carmona College of Business and Management at Saginaw Valley State University, an AACSB International accredited institution, is accepting applications for a full-time, tenure-track position in Marketing, to begin July 1, 2019. Candidates to be considered must have the ability and experience to teach a variety of marketing analytics, business analytics, and marketing courses at the bachelor's and master's levels to support department and college programs. The successful candidate will be expected to engage in scholarly activities commensurate to the college's criteria for classification as a scholarly academic (SA).

All full-time faculty members are required to teach 12 credits per semester and engage in scholarship and University service. Opportunities to teach Spring/Summer courses in addition to the basic 9-month contract may be available.

A complete application must include a cover letter, curriculum vitae, three reference letters, a statement of teaching philosophy, unofficial transcripts of graduate degrees, and copies of recent teaching evaluations, if available. The search committee chair will contact applicants if additional documents are needed.

MINIMUM QUALIFICATIONS:

Ph.D. in Marketing from an AACSB-accredited program is required. ABDs in Marketing with a documented plan for completion by the appointment date will be considered. Evidence of teaching effectiveness or the potential to be effective in the teaching role is required. An established scholarly research record or the demonstrated potential for scholarship is required

PREFERRED QUALIFICATIONS:

Preference will be given to candidates with teaching experience or teaching potential in one or a combination of the following areas: marketing research and analytics, marketing metrics, and media analytics. The successful candidate will be expected to develop and teach courses in these areas, as well as generate a focused stream of scholarly research to maintain proficiency and currency.