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San Diego State University: Business: Marketing

Assistant Professor: Marketing Research/Analytics and Marketing Management

Location: San Diego, CA

The Fowler College of Business at San Diego State University seeks candidates for an assistant professor, tenure-track position in Marketing beginning in Fall 2018. This position is contingent upon state funding. Qualified applications must have a doctorate in Marketing or a related field granted by August 2018. We are seeking candidates with a teaching and research interest in the areas of marketing research, marketing analytics, marketing management, or related fields. Candidates must demonstrate a strong commitment to excellence in teaching.

Applicants should also possess strong research interest and capability as evidenced by an appropriate history of, or potential for, professional growth activity. This will include regular publication in quality, refereed journals and professional conference participation as well as demonstration of an innovative and active research agenda. Candidates will also be expected to demonstrate an ability to interact effectively with members of the business community.

San Diego State University (SDSU), founded in 1897, is the largest and oldest higher education institution in San Diego and among the oldest in California. SDSU has been designated by the Carnegie Foundation as a "Research University with high research activity," and has been ranked the number one small (14 PhD programs or less) research university in the United States. The SDSU Fowler College of Business is among the nation's oldest and largest AACSB accredited business schools. Its accomplished faculty and highly ranked academic programs provide an exceptional foundation for an institution with significant regional, national and international impact. The school's Marketing Department includes faculty with active research interests in the areas of integrated marketing communications, consumer behavior, marketing management and strategy, sales management, digital marketing, marketing analytics, and international marketing. Their research has appeared in various top tier journals including the *Journal of Marketing*, *Management Science*, the *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Personal Selling and Sales Management*, *Journal of International Research in Marketing*, *Journal of Marketing Research*, *Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Advertising*, *Journal of Public Policy & Marketing*, and the *Journal of Consumer Affairs*.

SDSU is a large, diverse, urban university and Hispanic-Serving Institution with a commitment to diversity, equity, and inclusive excellence. Our campus community is diverse in many ways, including race, religion, color, sex, age, disability, marital status, sexual orientation, gender identity and expression, national origin, pregnancy, medical condition, and covered veteran status. We strive to build and sustain a welcoming environment for all. SDSU is seeking applicants with demonstrated experience in and/or commitment to teaching and working effectively with individuals from diverse backgrounds and members of underrepresented groups.

APPLICATION INSTRUCTIONS

Review of candidates will begin in July 2017 and preliminary interviews will be held at the American Marketing Association Summer Educators' Conference in San Francisco from August 4 to August 6, 2017. Applications received by July 19, 2017 will receive full consideration; the position will remain open until filled. Applicants must apply via Interfolio. The contact person for this position is:

Dr. Heather Honea, Interim Chair

Department of Marketing

Fowler College of Business

San Diego State University

San Diego, CA 92182

Phone: (619) 594-4308

Fax: (619) 594-3272

Email: hhonea@mail.sdsu.edu

The person holding this position is considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

This institution is using Interfolio's ByCommittee to conduct this search. Applicants to this position receive a free Dossier account and can send all application materials, including confidential letters of recommendation, free of charge.

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SDSU is a Title IX, equal opportunity employer and does not discriminate against persons on the basis of race, religion, national origin, sexual orientation, gender, gender identity and expression, marital status, age, disability, pregnancy, medical condition, or covered veteran status.