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# Assistant Professor: Marketing Strategy/Management

## San Diego State University: Marketing

**Location** San Diego, CA  
**Open Date** Jun 26, 2018

### Description

The Fowler College of Business at San Diego State University seeks candidates for an Assistant Professor, tenure-track position in Marketing beginning in Fall 2019. This position is contingent upon state funding. Qualified applications must have a doctorate in Marketing or a related field granted by August 2019. We are seeking candidates with a teaching and research interest in the areas of marketing strategy, marketing management or related fields such as sales management. 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.

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*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Personal Selling and Sales Management*, *International Journal of Research in Marketing*, *Journal of Marketing Research*, *Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Advertising*, *Journal of Public Policy and Marketing*, and *Journal of Consumer Affairs*.

San Diego State University is the largest university in San Diego and the third largest in California. The highly diverse campus community has a student population of over 36,000 and approximately 5,849 faculty and staff. SDSU is currently designated as a R2 doctoral university with higher research activity by



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### Application Process

This institution is using Interfolio's Faculty Search 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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the Carnegie Foundation. Established in 1897, SDSU offers bachelor degrees in 91 areas, masters in 76 and doctorates in 23. See <http://www.sdsu.edu> for more information.

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 2018 and preliminary interviews will be held at the American Marketing Association Summer Educators' Conference in Boston from August 8 to August 12, 2018. Applications received by July 15, 2018 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, Chair  
Department of Marketing  
Fowler College of Business  
San Diego State University  
San Diego, CA 92182-8239  
Phone: (619) 594-4308  
Fax: (619) 594-3272  
Email: [hhonea@sdsu.edu](mailto:hhonea@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 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.

### **Equal Employment Opportunity Statement**

**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.**