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Southeast Missouri State University

Assistant Professor, Marketing (Tenure Track)

Description

Primary Responsibilities

- Teach undergraduate and graduate courses in marketing and business such as digital marketing, business research, and data analytics. (Normal teaching load is 9 hours per semester and may involve ITV and online instruction.)
- Produce scholarly publications consistent with AACSB accreditation and institutional standards
- Provide department, college, and University service according to departmental tenure and promotion guidelines

As a public regional university (with a graduate mission), Southeast seeks candidates with a commitment to excellent undergraduate (and graduate) education and student success within the framework of the teacher-scholar model. Applications of instructional technology and pedagogical research are supported through the Center for Scholarship in Teaching and Learning and the Office of Online Learning. Successful candidates will contribute to the development of innovative curricula and delivery strategies, including traditional, blended and online formats, and participate in initiatives promoting student success, retention and degree completion.

Application Deadline: The position is available August 1, 2019 and will remain open until filled. The position is pending final funding. Deadline details are forthcoming—expect early September, 2018.

Job Information

Location:

Cape Girardeau, Missouri,
63701, United States

Job ID:

42425292

Posted:

July 18, 2018

Position Title:

Assistant Professor,
Marketing (Tenure Track)

School Name:

Southeast Missouri State
University

Specialties:

Marketing Analytics,
Marketing Communications,
Marketing Research, Online
Marketing, Interactive
Marketing

**Do you plan on
interviewing at the
Summer Academic
Conference?:**

Yes

Required Information: If interested, please contact the Department Chair, Dr. Judy Wiles. Instructions will be provided on how to formally apply to our online site. Applicants must submit:

- Letter of interest addressing position qualifications
- Current curriculum vitae
- Unofficial copies of transcripts (official transcripts are required when offer of employment is accepted)
- Names, telephone numbers, addresses, and e-mail addresses of three professional references

Departmental Information: The Department of Marketing (formerly part of the Department of Management and Marketing) is in the Harrison College of Business and Computing which has AACSB accreditation and approximately 1500 undergraduate students and 200 graduate students.

University Facts: Southeast Missouri State University is a comprehensive regional state university with seven colleges and schools, 11,500 students, and a faculty and staff of over 1,100. Southeast, a moderately selective institution, offers baccalaureate, masters and specialist degrees, and participates in joint doctoral programs with the University of Missouri. Cape Girardeau, a historic city overlooking the Mississippi River, is the hub of a thriving county with a population of approximately 71,000. Serving a region of more than 500,000 people, it is the largest center for retail, medical, manufacturing, communications, and cultural activities between St. Louis and Memphis.

AN EQUAL OPPORTUNITY, AFFIRMATIVE ACTION EMPLOYER

Requirements

Required Qualifications

- PhD/DBA or ABD (Doctorate completed by August 2019) in Marketing or a closely related discipline (Degree must be from a regionally accredited or internationally accredited/government certified university.)

Position Start Date:

Fall 2019

Job Duration:

Indefinite

- Demonstrated ability to deliver highly effective teaching for a variety of courses in marketing
- Expertise in digital marketing
- Demonstrated ability to advise and mentor students
- Demonstrated ability to produce quality peer-reviewed research related to marketing
- Demonstrated commitment to collegiality when interacting with others within the University community
- Evidence of effective communication skills (oral, written and interpersonal)
- Demonstrated ability to interact effectively with external constituencies Demonstrated commitment to a diverse work environment, including working with multi-cultural populations and an understanding of, and sensitivity to, issues affecting women and minorities

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