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Marketing (Strategic, Management, B2B, Digital, Analytics) – Assistant/Associate Professor

MARKETING (STRATEGIC, MANAGEMENT, B2B, DIGITAL, ANALYTICS) – ASSISTANT/ASSOCIATE PROFESSOR

Department: Marketing

Rank: Assistant/Associate

Specialization(s): Strategic, Management, B2B, Digital, Analytics

Search # 17-024

Southern Connecticut State University is a comprehensive university located in New Haven, a culturally vibrant environment surrounded by many fine universities with easy access to New York and Boston. SCSU is a flourishing community of approximately 10,000 students, located less than three miles from downtown New Haven near the Westville Village section of the city. SCSU is a student-centered and intentionally diverse institution, and we regard student success as our highest priority. We seek to instill in all of our students the value of the liberal arts and sciences as a foundation for professional development and life-long learning.

The School of Business has had increasing enrollments, external fundraising success and has occupied a LEED certified building since August 2012. The School of Business recently adopted the tag line “Change for Good,” and a focus on sustainability, the triple bottom line, student professional development and business community engagement are woven throughout its programs.

Brief Description of Responsibilities:

This position will emphasize specific industry expertise including Digital Marketing, B2B Marketing, Marketing Management, Strategic Marketing or other specializations of interest. Successful candidates will be expected to teach at the undergraduate and/or graduate level.

In addition to teaching excellence with a global perspective, the candidate is expected to be a productive scholar. Faculty members are also expected to advise undergraduate students and to participate in university service activities. Engagement with the business community in the school’s environment is required.

Required Qualifications:

An earned doctorate in Marketing or a closely related business field is required, preferably from an AACSB-accredited institution. Strong candidates with ABD will be considered. If ABD, candidate should have earned doctorate within two years of appointment. Candidates must demonstrate the ability to teach effectively at the university level to a diverse group of undergraduate and MBA students in on-ground and hybrid formats; teaching responsibilities include evenings and weekends. In addition, candidates must demonstrate an ability to engage in original and impactful scholarship. Ability to be classified as qualified faculty under AACSB standards is critically important.

Preferred Qualifications:

Preference will be given to candidates with industry or consulting experience.

Application Process:

Please submit the following documents electronically: 1) a letter detailing research and teaching interests, and professional background; 2) curriculum vitae; 3) qualifying publications and working papers; 4) statement of teaching philosophy and teaching evaluations; 5) three letters of reference; and 6) graduate transcripts to: Dr. Mehdi Hossain, Search Committee Chair, at MKTsearch1@southernct.edu (<mailto:MKTsearch1@southernct.edu>).

In order for your application to be given full consideration, all materials must be received by November 11, 2016. The position will remain open until filled.

**Southern Connecticut
State University**
501 Crescent Street
New Haven, CT 06515

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