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## Assistant/Associate Professor in Marketing - TX

### Assistant/Associate Professor in Marketing

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Marketing TX, USA Full Time

#### Assistant/Associate Professor in Marketing

St. Edward's University

**The Bill Munday School of Business, Department of Marketing and Entrepreneurship** at St. Edward's University invites applications for each of one (1) full-time, nine-month, tenure-track positions in Marketing to begin in Fall 2018. The position on the faculty of The Bill Munday School of Business will be filled at the Assistant or Associate Professor level with salary depending on qualifications and experience. The individual selected will take a lead role in developing and teaching courses at the undergraduate and graduate levels. Teaching emphasis will be on contemporary marketing practices, including digital marketing, social media marketing, analytics and mobile marketing. The Department of Marketing and Entrepreneurship is creating an innovative curriculum in digital marketing, emphasizing the digital expertise needed across all aspects of this area. Specific classroom competencies sought include: Digital marketing, including digital strategy, search marketing, email marketing, web site design and optimization, mobile marketing, data analytics, social media marketing, sales and relationship management and ecommerce marketing. Successful candidates will have the technical skills commensurate with teaching these subjects as well as the ability to teach standard courses in the marketing curriculum such as Principles of Marketing and Marketing Research.

#### Qualifications required

- Earned Doctorate in Marketing, or other marketing related field, or Entrepreneurship or, Management or business-related field preferably from an AACSB accredited school. Consideration will also be given to individuals who are ABD by the negotiated first day of employment with planned completion of Doctorate by start date.
- At least 3 years of marketing industry experience both in the business-to-business and business-to-consumer contexts preferred.
- Prior teaching experience, online/hybrid a plus. Prior experience in teaching social media marketing and analytics also desired.
- Demonstrated evidence of research and scholarship potential and familiarity with the AACSB faculty qualification standards.
- Demonstrated research efforts in marketing, with a hoped-for emphasis in digital marketing.
- Excellent written and spoken English communication skills.
- Excellent interpersonal skills.
- Experience with and commitment to working with a diverse population.
- Documented proof of identity, employment eligibility, and completion of a successful criminal background check.

#### Responsibilities

- Fulfill teaching requirements: Four courses per semester, two semesters per year/total of 8 per academic year (option for one course release in one semester for research

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activity, based on approval, for a four/three load).

- Interact with local, regional, national, and international business, nonprofit, government, and community representatives to develop applied service learning projects and study opportunities for students.
- Develop new courses and curriculum as needed.
- Participate in assessment of student performance in the discipline.
- Maintain commitment to social responsibility in the classroom setting in line with the University's mission.
- Maintain/enhance competency in marketing/entrepreneurship through research, writing, teaching and/or industry experience.
- Maintain an active program of quality research.
- Meet School and University service requirements through participation on committees.
- Fulfill other required faculty responsibilities as outlined in the St. Edward's University Faculty Manual.

### **About St. Edward's University**

Founded in 1885 by the Congregation of Holy Cross, St. Edward's University is a private, Catholic liberal arts institution of approximately 5,000 diverse students located in Austin, Texas, with a partner campus in Angers, France. St. Edward's emphasizes critical thinking and ethical practices, as well as small classes, personalized learning, applied internships, service learning, and exciting global study opportunities. Its mission to educate the whole student strongly supports academic excellence, diversity, community and compassionate service. St. Edward's University has been recognized for 12 consecutive years as one of Americas Best Colleges by U.S. News & World Report, and currently ranks as #13 of the Best Regional Universities in the West. The University is an Equal Opportunity Employer, and is committed to seeking and sustaining a culturally and ethnically diverse campus environment as well as to principles that promote inclusive practices. St. Edward's University is categorized as a Hispanic Serving Institution and a Hispanic-serving Agricultural College and University. The community atmosphere extends to over 800 faculty and staff who work together to make the university a welcoming yet challenging environment for students. St. Edward's University is a diverse community that encourages faculty and students from all backgrounds to assist in preparing our graduates to be engaged citizens in an interconnected world. It is an exciting time to be part of the St. Edward's community as the university increases its global engagement to educate students for the opportunities and challenges of the 21st century. The web address for The Bill Munday School of Business is <http://think.stedwards.edu/business/>.

### **Salary/Rank**

Salary and rank are dependent upon qualifications.

### **How to Apply**

Interested applicants should apply online at <http://www.stedwards.edu/careers>. The review of applications will begin immediately and continue until the position is filled.

Reference #J17153

Posted: 12/04/2017

Available: Fall 2018

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