

## Visiting Lecturer, Marketing

<b>Institution:</b>	State University of New York College at Plattsburgh
<b>Location:</b>	Plattsburgh, NY
<b>Category:</b>	Faculty - Business - Marketing and Sales
<b>Posted:</b>	05/06/2019
<b>Type:</b>	Full-Time

# Plattsburgh

STATE UNIVERSITY OF NEW YORK

**Category:** Academic

**Search Number:** PJ # 6710

**Salary:** \$60,000 minimum, plus excellent benefits

### **Position Summary:**

The School of Business & Economics is internationally accredited by the Association to Advance Collegiate Schools of Business (AACSB). We offer students a broad-based education with a global perspective and emphasis on experiential learning. The Marketing and Entrepreneurship department prepares students for careers as modern day business professionals. The teaching responsibilities may include Principles of Marketing, Principles of Advertising, Digital Marketing, Mobile and Social Marketing, Consumer Behavior, Professional Selling and Sales Management, and other courses in Marketing. A record of consistent publication of articles in scholarly journals or professional activities will be necessary to ensure qualification under AACSB. Student advisement along with departmental, college, and university service may be necessary. As an institution that delivers challenging and high-quality educational experiences to a diverse group of learners, the successful candidate must demonstrate an understanding of and sensitivity to diversity and gender issues. The successful candidate may be asked to teach courses in a distance learning format.

### Required Qualifications:

- ABD or holds a Ph.D. in Marketing or a related field from an accredited institution at the time of appointment with relevant teaching experience **OR**
- MS or MBA in Marketing with relevant teaching and current work experience
- Qualified under AACSB standards
- Academic concentration, research programs or professional experience should be in areas directly related to Marketing
- Commitment to excellence in teaching and service in an institution dedicated primarily to undergraduate education
- A demonstrated ability to work effectively and collegially with faculty, staff and administrators

### Preferred Qualifications:

- Relevant teaching experience at the university level and a record of publications in peer reviewed journals
- Online teaching experience and secondary interests in entrepreneurship
- Work experience in business relevant to teaching and research
- Excellent communication skills

### Special Instructions to Applicants:

Review of applications will begin immediately and continue until the position is filled. Application materials received by May 17 will be guaranteed full consideration. Please include a cover letter, Resume/CV, unofficial transcripts, and contact information for three professional references. Additional information may be requested at a later step in the process. Official transcripts from an accredited institution will be required prior to employment.

## APPLICATION INFORMATION

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<b>Contact:</b>	Human Resource Services SUNY College at Plattsburgh
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<b>Online App. Form:</b>	<b><a href="http://jobs.plattsburgh.edu/postings/10192">http://jobs.plattsburgh.edu/postings/10192</a></b>
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Plattsburgh State University of New York is an equal opportunity employer committed to excellence through diversity.

Apply through Institution's Website

