

STETSON UNIVERSITY

School of Business Administration

POSITION: Assistant Professor of Marketing (tenure or non-tenure track)

Stetson University's School of Business Administration seeks applicants and nominations for a full-time, 9-month faculty appointment in Marketing at the rank of Assistant Professor. Candidates may be considered for either a tenure-track or non-tenure-track position. The individual will be located at Stetson's DeLand, Florida campus but teaching responsibilities may include teaching at other campuses within the Stetson system.

QUALIFICATIONS:

The University seeks candidates who meet one of the following profiles. All candidates must demonstrate the ability to create, develop, and expand programs in Sport Business and Marketing through both curricular and extra-curricular engagement. The ideal candidate has a strong Marketing and Sport Business background and ability to play a critical role in building a nationally recognized Sport Business program. Candidates should also have excellent interpersonal and communication skills, and the ability to work with multiple constituencies of diverse backgrounds. Evidence of professional activity sufficient to be qualified as Scholarly Academic or Scholarly Practitioner under the AACSB guidelines is preferred.

Profile 1: Assistant Professor of Entrepreneurship and Family Enterprise

For a tenure-track position, candidates will have earned a doctoral degree (PhD or DBA) in Marketing or a related field from an AACSB-accredited program by August 2018. Experienced Assistant Professor candidates are expected to have demonstrated excellent teaching performance and have an active research stream with a record of publishing in academic journals related to Sport Business and/or Marketing. Entry-level Assistant Professor candidates are expected to demonstrate potential for effective teaching, preferably with teaching experience in Sport Business, and scholarly activity that leads to publication in peer-reviewed journals within the fields of Marketing and/or Sport Business. The teaching load is three (3) courses per semester.

Profile 2: Assistant Professor of Practice in Entrepreneurship and Family Enterprise

For a non-tenure-track position, candidates should have earned at least a Master degree (doctorate preferred) in Marketing, Sport Business or a related field and have extensive high-level experience in Sport Business. Contracts are multi-year and renewable. This candidate must possess a proven track record consulting or working directly with Sport Businesses and demonstrate potential for effective and engaging teaching activity in the areas of sport media, sport event management and/or sport analytics as well as Marketing. Course load will be determined based on expertise and participation in the profession of Sport Business. The standard teaching load for a Professor of Practice is four (4) courses per semester.

RESPONSIBILITIES:

Additional responsibilities include: undergraduate advising; student recruitment; university, college, and departmental committee service; and building sport industry partnerships with both Florida-based and national sport organizations. Potential exists for teaching at the graduate level. Engagement in multidisciplinary collaborations with other faculty is anticipated.

All candidates should demonstrate a passion for the highest quality of teaching and maintain appropriate academic/professional qualifications consistent with AACSB and School of Business

standards. For more information on our expectations in teaching and scholarship, our tenure policies, and our support for faculty development, please see the Office of the Provost and Academic Affairs website: <http://www.stetson.edu/administration/provost/prospective-faculty/index.php>

THE DEPARTMENT:

The Marketing Department, includes academic programs in Marketing, Professional Sales, and Sport Business. The department has a strategic and analytics focus, with research and data analysis being prominent in all three majors. A wide range of Marketing, Professional Sales and Sport Business courses are offered, including courses in sponsorships, marketing research, analytics, digital media, social marketing, supply chains, and sales management.

THE SCHOOL OF BUSINESS ADMINISTRATION:

Stetson's School of Business Administration (www.stetson.edu/business) is one of a handful of elite business schools that has both business and accounting programs accredited by AACSB International. The School's programs are based at three of the University's four locations:

- The DeLand campus hosts all undergraduate programs in the Lynn Business Center, a state-of-the-art classroom and computer lab facility. The DeLand campus is also home to all accounting graduate programs.
- The Stetson University Center at Celebration, located in Celebration, FL, a planned community near Disney World, offers the Executive MBA and MBA programs.
- The Gulfport campus, home of the College of Law, hosts all components of the JD/MBA program, with select MBA courses offered at the Center at Celebration.

The School of Business Administration is well-known for its academically rigorous learning environment. In small classes and beyond, faculty mentors help students to achieve their academic and professional goals. All members of the University community share a commitment to social and ethical responsibility, leadership development, and lifelong learning. The School offers a bachelor of business administration, a master of accountancy, a master of business administration, and an executive master of business administration, as well as several distinctive programs including the Joseph C. Prince Program in Entrepreneurship, the Roland and Sarah George Investments Institute, the Family Enterprise program, the Centurion Sales Program, and the summer Study Abroad Program in Innsbruck, Austria. The School sponsors a chapters of both Beta Alpha Psi and Beta Gamma Sigma.

THE UNIVERSITY:

Founded in 1883, Stetson University (www.stetson.edu) is a private, selective university comprised of a rich array of liberal arts and professional academic programs. Collectively, Stetson's faculty works with nearly 4,000 students in undergraduate, graduate, and professional programs. The University's historic main campus, located in DeLand, enrolls more than 3,000 students in undergraduate programs in the College of Arts & Sciences, the School of Business Administration, and the School of Music. Stetson University College of Law, Florida's first law school, moved from the main campus to Gulfport in 1954, and, with the addition of the Tampa Law Center, serves approximately 1,000 students working full-time or part-time toward J.D. or LL.M. degrees. Graduate programs offered at the main campus and at Stetson University Center in Celebration include Business, Accounting, Elementary Education – Education for Social Justice, Educational Leadership, Counseling, and Creative Writing. Florida's oldest private institution of higher learning, Stetson has regularly been ranked among the best regional universities in the Southeast and was the first private college in Florida to be granted a chapter of Phi Beta Kappa.

Stetson University provides an inspiring education that engages students with rigorous academic and creative study grounded in liberal learning and promotes civic values of personal and social responsibility. Working closely with faculty and with one another, students cultivate abilities to

explore issues deeply, think critically, reason empirically, speak persuasively, and connect ideas creatively. Firmly committed to inclusive excellence, our vibrant community of teacher-scholars nurtures the potential of individual students to lead lives of significance and prepares each to meet the challenges of shaping the future—locally, nationally, and globally.

THE COMMUNITY:

DeLand is a picturesque residential community of 25,000 located 20 miles west of Daytona Beach and 35 miles northeast of Orlando. The area offers extensive cultural as well as recreational activities.

SALARY: Salary is competitive.

STARTING DATE: August 13, 2018

Application materials may be submitted electronically to SportBusiness@stetson.edu or mailed to the following address:

Dr. Scott Jones, Associate Professor of Marketing
Program Director of Sport Business
Stetson University
School of Business Administration
421 N. Woodland Blvd. Unit 8398
DeLand, FL 32723

Stetson University is an Equal Opportunity Employer that affirms cultural diversity and inclusion as a core value of academic excellence at Stetson University. We are committed to achieving equal access in education, employment, and participation through the recruitment and retention of outstanding faculty, staff, and students from diverse backgrounds, and to meaningful academic and intellectual transformation in curriculum, research and service. We are dedicated to actions and policies that foster a community in which individuals with various identities, cultures, backgrounds, and viewpoints work together to create opportunities for engagement through rewarding and fulfilling careers and personal experiences in a culturally and racially diverse society and a globalized world. We strongly encourage members of historically under-represented and economically-disadvantaged groups and women to apply for employment. Stetson University is an EEO, ADA, ADEA, and GINA employer.