

Assistant or Associate Professor of Marketing (Analytics)

[Susquehanna University](#) in Pennsylvania

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Deadline	Open until filled
Date Posted	July 19, 2018
Type	Tenured, tenure track
Salary	Not specified
Employment Type	Full-time

Assistant or Associate Professor of Marketing (Analytics)

Susquehanna University

About Susquehanna

As a living, learning and working community, Susquehanna University affirms its commitment to being an engaged, culturally inclusive campus. As we seek to embody the rich diversity of the human community, we commit ourselves to the full participation of persons who represent the breadth of human difference. The university encourages candidates from historically underrepresented groups to apply. Susquehanna University is an Equal Opportunity Employer.

Susquehanna University is a national liberal arts college committed to excellence in educating students for productive, creative and reflective lives of achievement, leadership and service in a diverse, dynamic and interdependent world. Its more

than 2,200 undergraduates come from 35 states and 22 countries, and all students study away through Susquehanna's unique Global Opportunities program. Susquehanna University's 325 acre campus, noted for its beauty, is located in Selinsgrove, Pennsylvania, 50 miles north of Harrisburg in the scenic Susquehanna River Valley, about a three hour drive from Philadelphia, Washington, D.C., and New York City. For more information, please visit <https://www.susqu.edu>.

Position Summary

Susquehanna University invites applications for a tenure track position at the rank of Assistant or Associate Professor to start in August 2019.

The Sigmund Weis School of Business is one of a small number of programs accredited by AACSB-International that focus exclusively on undergraduate education; 24 faculty members serve approximately 550 majors. Additional information may be obtained by visiting the School's web page at <https://www.susqu.edu/academics/schools-at-susquehanna/sigmund-weis-school-of-business>.

Required Qualifications

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An earned doctorate (Ph.D.) in Marketing, Marketing Analytics, Marketing Engineering, or a related field and demonstrated record of teaching excellence is required.

Responsibilities include teaching introductory and upper level undergraduate courses in marketing and marketing analytics. Responsibilities also include advising students, scholarship, and school and university service.

Candidates will need to meet the School's definition of a Scholarly Academic and demonstrate they are an active academic scholar in a business (or related) discipline.

To do this, a faculty must either have received his/her Ph.D. within the past 5 years or must have at least two publications within the prior 5 years of:

- an article in a business, economics, or business-related refereed journal (academic, professional, pedagogical)
- a scholarly book
- a widely adopted, non-self-published textbook

Note: New Ph.D.'s are considered SA for five years after receiving their Ph.D. By the end of the fifth year, the faculty member must meet the general SA requirements.

Preferred Qualifications

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- Ability and interest to teach an introduction to business course to first-year students
- Strong analytical/data-analysis skills and ability to teach an introductory data analytics course to business students

Special Instructions to the Applicant

Please submit curriculum vitae, statement of teaching objectives and research interests, statement of how the candidate will contribute to the university's commitment to diversity and inclusion, and the name, address, e-mail address, and telephone number of three references online at <https://jobs.susqu.edu/>. Any inquiries should be sent to the Dr. Matthew Rousu, Dean of the Sigmund Weis School of Business. Review of applications will begin on October 1, 2018.

For full application instructions and position description, visit:
<http://apptrkr.com/1260083>

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Susquehanna University

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How To Apply

Please refer to the job description for information on how to apply.