

Job title Lecturer (Assistant Professor) in Marketing
Department School of Management
Salary Starting from £40,792, rising to £48,677 Per Annum
Grade Grade 8
Placed on Tuesday 08 October 2019
Closing date Sunday 10 November 2019
Interview date To be confirmed
Reference JB6703R

The [School of Management](#) is seeking to appoint an Assistant Professor (Lecturer) in Marketing, to join the Marketing Group of the [Marketing, Business & Society Division](#) within the School of Management.

The School of Management is a vibrant and productive community and is ranked among the top UK Business Schools. It was ranked 1st for Marketing (the Complete University Guide 2020) and 2nd for Business & Management (the Complete University Guide 2020). It was also ranked 8th in the UK for Business and Management Studies, including 6th in the UK for world class and internationally-leading publications, in the results of the 2014 Research Excellence Framework.

The Marketing Group achieves teaching excellence on our highly rated undergraduate and master's degrees, including the MSc in Marketing and the BSc in Management and Marketing. The successful candidate will have proven teaching ability. This person will be expected to deliver high quality teaching to undergraduate and postgraduate students. We are open to colleagues who have received (or are receiving) a PhD in Marketing or a related field (e.g., Psychology, Sociology, Economics, or Computer Science). In addition to an enthusiasm to teach marketing principles, we are particularly interested in candidates who are well-placed to teach marketing analytics and/or digital marketing.

The Marketing group currently has a reputation for world-class research in the areas of interpretive consumer research/CCT perspectives and consumer psychology, with a growing international reputation in the areas of sustainable business/marketing practices and the marketing-entrepreneurship interface. You would be joining a group of colleagues publishing in leading journals. Colleagues are active contributors to the academic community: editing journals, taking up leadership positions in professional bodies, organising workshops and conferences and supporting and training new researchers. You should share our passion for research and education and our desire to influence practice.

The ideal candidate will aspire to publish in elite journals (e.g., *Journal of Consumer Research*, *Annual Review of Sociology*, *Econometrica*, *Journal of Marketing*, *International Journal of Research in Marketing*, or *Journal of the Academy of Marketing Science*) and have successfully published either in an elite or premier journal (e.g., *Sociology*, *Economic Journal*, *Journal of Retailing*, *Journal of Business Research*, *Marketing Theory*, *European Journal of Marketing*, *Organization Studies*, *Psychological Bulletin*).

Informal enquiries may be made to the Head of the Marketing, Business & Society Division, Professor Nancy Puccinelli, email N.M.Puccinelli@bath.ac.uk

Further details:

- [Job Description & Person Specification](#)
- [Terms of Employment](#)

The University of Bath is an equal opportunities employer and has an excellent international reputation with staff from over 60 different nations. To achieve our global aspirations, we welcome applicants from all backgrounds.