

Assistant/Associate Professor of Digital Marketing/Sales

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Deadline Open until filled

Date Posted October 12, 2018

Description

Due to significant enrollment growth in the college, the Department of General Business, Marketing, and Supply Chain Management (GMSC) at the University of Houston-Downtown is seeking applicants for tenure track positions in Marketing with a focus in sales management or digital marketing to begin Fall 2019. Applicants with significant university teaching and publication records may be considered for appointment at the rank of Associate Professor or Assistant Professor.

The GMSC Department is housed in the Marilyn Davies College of Business, which is accredited by AACSB and enrolls approximately 2,300 undergraduate and over 1,100 graduate students. The College's MBA program has received significant interest from the business community, and has achieved high growth. As a result, the college needs additional Marketing faculty to support its MBA program.

The candidate is expected to teach marketing courses in both the undergraduate or graduate programs, according to need. These courses may be offered days, evenings, and/or weekends, as needed, to serve students in face-to-face, online, and hybrid formats, and at satellite campuses.

In this position, the faculty member will also be expected to help the college engage and interact with managers in the Houston business community to ensure marketing course competencies parallel industry needs. Candidates should provide evidence of excellence, or potential for excellence in teaching and research. We encourage a pedagogical approach to teaching that emphasizes practical applications. Applicants should exhibit a strong commitment to scholarly research in their discipline and a willingness to work with others in promoting the advancement of the university.

EEO/AA

Qualifications

Applicants possessing a PhD or DBA or equivalent in Marketing or a related field from an AACSB accredited business school are strongly preferred. ABD's are encouraged to apply, but would be expected to complete their degrees within one year from the beginning of their appointment. Applicants possessing a PhD or DBA from non-AACSB schools and who have significant experience in sales, sales force management, digital retailing, or digital marketing may be considered.

Prior work experience in sales, sales force management and/or digital marketing is strongly preferred. sidered.

About University of Houston Downtown

The University of Houston-Downtown is a comprehensive four-year university offering bachelor's and selected master's degree programs and providing strong academic and career preparation as well as life-long learning opportunities. Located in the heart of the city, the University reflects the diversity of the Greater Houston Metropolitan Area, and, through its academic programs, engages with the community to address the needs and advance the development of the region. UHD is an inclusive community dedicated to integrating teaching, service, and scholarly research to develop students' talents and prepare them for success in a dynamic

global society. UHD draws students from throughout the Greater Houston area. UHD is considered one of the most ethnically diverse liberal arts institutions in the southwest, a distinction that indicates the student body accurately reflects the Houston community's wealth of cultures, languages and nationalities. The University offers all students a specially tailored opportunity for quality higher education, as well as small classes. UHD employs over 1,100 faculty and staff.

Since opening its doors in 1974, UHD has grown in mission and service, and now offers baccalaureate degrees in 43 areas and eight master's degree programs. Over 14,000 students attend classes in five colleges: Marilyn Davies College of Business; Humanities and Social Sciences; Public Service; Sciences and Technology; and University College. UHD boasts over 44,000 alumni and is noted nationally as both a Hispanic-Serving Institution and a Minority-Serving Institution. As one of the four distinct and separate components of the University of Houston System, UHD offers educational opportunities and access to students from a variety of backgrounds, including many first-generation college students, students who work full- or part-time, students with additional family obligations, and students who transfer from community colleges and other higher education institutions. The **University of Houston System** is a public system of higher education that includes three other universities in addition to UHD-the **University of Houston, UH-Clear Lake** and **UH-Victoria**.



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How To Apply

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