

Lecturer - Marketing

Institution:	University of North Carolina Wilmington
Location:	Wilmington, NC
Category:	Faculty - Business - Marketing and Sales
Posted:	12/02/2019
Type:	Full-Time

Department: Department of Marketing - 31283

Vacancy Number: 16F-237

Position Number: 507

Brief Summary of Work for this Position

Lecturer in the Department of Marketing to begin August 2020. The position will entail a 4-4 course load with the expectation of 1 publication in a 5 year period. Successful candidates will be able to teach multiple sections of undergraduate marketing courses such as Marketing Strategy, International Marketing, Marketing Research, Marketing Intelligence & Communications, and Branding. Additional responsibilities may include (1) a supervisory role in student honors thesis projects, (2) student advising, (3) course development, and 4) commitment to school service, e.g., committees, student organizations, internship supervision. Initial term is 1 year with the option to renew on a yearly basis. Position includes salary and benefits.

Minimum Requirements

A Ph.D. in Marketing is required. Candidates must show evidence of excellent/dynamic teaching in marketing. Candidates should also be capable of developing a research agenda to maintain credentialing at Scholarly Practitioner or Practice Academics levels consistent with AACSB requirements.

Preferred Qualifications

Preference will be given to candidates who have taught and/or developed quantitative, data-driven marketing courses such as Marketing Strategy, International Marketing, Marketing Research, Marketing Intelligence & Communications, and Branding. Experience supervising student practicum or thesis projects is helpful.

Primary Function of Organizational Unit

The department serves nearly 500 undergraduate majors and offers degrees in two areas: (1) Professional Selling and (2) Marketing Strategy. The Cameron School of Business' Marketing Department is now home to the Center for Sales Excellence & Customer Delight. The Department also offers a course in the Cameron School core curriculum, as well as several courses in multiple business masters programs.

College/School Information

The Cameron School of Business is AACSB accredited and serves more than 2200 business majors, including graduate students in the PMBA, EMBA, M.S. in Accounting, International MBA, M.S in Business Analytics, M.S. in Finance and Investments, and M.S. in Computer Science and Information Systems programs. The Wilmington metropolitan area comprises approximately 225,000 people and features a thriving port, business community, and tourism industry. Bordered by both the Atlantic Ocean and the Cape Fear River, Wilmington offers the best in coastal living.

University Information

The University of North Carolina Wilmington, the state's coastal university, is dedicated to learning through the integration of teaching and mentoring with research and service. Guided by our Strategic Plan, the university is committed to nurturing a campus culture that reflects its values of diversity and globalization, ethics and integrity, and excellence and innovation. A public institution with nearly 17,000 students, the university is focused on supporting and enhancing the student-centered learning experience that has been a hallmark since its founding in 1947. UNCW offers an array of programs at the baccalaureate and master's levels, and doctoral programs in marine biology, educational leadership, psychology and nursing practice. UNCW is one of the 17 institutions that make up the UNC System.

EEO Statement

At the University of North Carolina at Wilmington (UNCW), our culture reflects our values of inclusion, diversity, globalization, ethics and integrity and innovation and we are committed to providing equality of educational and employment opportunity for all persons without regard to race, sex (such as gender, gender identity, marital status, childbirth, and pregnancy), age, color, national origin (including ethnicity), religion, disability, sexual orientation, political affiliation, veteran status, military service member status, genetic information, or relationship to other university constituents - except where sex, age, or ability represent bona fide educational or occupational qualifications or where marital status is a statutorily established eligibility criterion for State funded employee benefit programs. UNCW believes that embracing the unique contributions of our faculty, staff and students is critical to our success and paramount in being recognized for our global mindset.

Applicant Instructions

To apply, please access UNCW's online application. Required documents include:

1. Cover Letter
2. Curriculum Vita

3. List of 3 Professional References

4. Teaching Evaluation 1 (Teaching evaluations for the last 5 years)

5. Teaching Philosophy (Statement)

Optional Documents

6. Other

Microsoft Word or Adobe PDF attachments are specifically preferred.

Application review will begin immediately and continue until the position is filled.

Position Type: Permanent

Priority Consideration Date: 01/15/2020

Priority Consideration Information

Priority consideration will be given to applications received by the Priority Date; however, applications will be accepted until the position is filled.

Address application documents to

Dr. Don Barnes - Chair of the Search Committee

APPLICATION INFORMATION

Contact: UNC Wilmington

Online App. Form: <https://jobs.uncw.edu/postings/16652>

UNC Wilmington is an Equal Opportunity/Affirmative Employer. Women and minorities are encouraged to apply.

Apply through Institution's Website

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