

# Assistant/Associate Professor - Marketing

## Posting Details

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<b>Position Title</b>	Assistant/Associate Professor - Marketing
<b>External Link to Posting</b>	<a href="http://jobs.uncw.edu/postings/14179">http://jobs.uncw.edu/postings/14179</a>
<b>Department</b>	Department of Marketing - 31283
<b>Vacancy Number</b>	16F-225
<b>Position Number</b>	6861
<b>Location of Workplace</b>	Main UNCW Campus
<b>Brief Summary of Work for this Position</b>	The Marketing Department at the University of North Carolina Wilmington invites applications for a tenure-track faculty position at the rank of Assistant or Associate Professor beginning Fall 2020. The primary responsibilities for this position include teaching undergraduate and graduate level courses in marketing, conducting scholarly activities that result in quality peer-reviewed publications, student advising, and service to advance the mission of the department, school, and university. Instructional duties include teaching three classes per semester.
<b>Minimum Requirements</b>	A Ph.D. in Marketing is required. Candidates with earned degrees will be given preference, but ABDs with completion of degree by August 1, 2020 will be considered.
<b>Preferred Qualifications</b>	Preference will be given to candidates who can teach core marketing courses such as Marketing Strategy, Marketing Research, Marketing Intelligence & Communication, International Marketing, Promotion Management and Principles of Marketing.
<b>Primary Function of Organizational Unit</b>	The Marketing 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.
<b>College/School Information</b>	The Cameron School of Business is AACSB accredited and serves more than 2,200 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.
<b>University Information</b>	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 <a href="#">Strategic Plan</a> , 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.
<b>EEO Statement</b>	The University of North Carolina at Wilmington is committed to and will provide equality of educational and employment opportunity for all persons regardless of 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.

<b>Applicant Instructions</b>	To apply, please access UNCW's online application. A letter of application should be addressed to Dr. Brian Kinard (Chair of the Marketing Faculty Search Committee) (kinardb@uncw.edu), along with a complete vita and contact information (including e-mail addresses) for three current professional references. Microsoft Word or Adobe PDF attachments are specifically preferred. Under North Carolina law, applications and related materials are confidential personnel documents and not subject to public release. Application review will begin immediately and continue until the position is filled.
<b>Position Type</b>	Permanent
<b>Anticipated Ending Date if Time-Limited Positions</b>	
<b>Job Posting Date</b>	04/24/2019
<b>Priority Consideration Date</b>	08/08/2019
<b>Priority Consideration Information</b>	Priority consideration will be given to applications received by the Priority Date; however, applications will be accepted until the position is filled.
<b>Address application documents to</b>	Dr. Brian Kinard (Chair of the Marketing Faculty Search Committee)

## Applicant Documents

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### Required Documents

1. Cover Letter
2. Curriculum Vita
3. List of 3 Professional References

### Optional Documents

## Posting Specific Questions

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Required fields are indicated with an asterisk (\*).

1. \* Do you currently have a PhD in Marketing?
  - Yes
  - No
2. Will you have a PhD in Marketing by August 1, 2020?
  - Yes
  - No
3. Please describe your experience teaching the following courses: Marketing Strategy, Marketing Research, Marketing Intelligence & Communication, Promotion Marketing, and/or Principles of Marketing.  
(Open Ended Question)
4. \* How did you learn of this opportunity with UNC Wilmington?
  - UNCW LinkedIn Page
  - UNCW Facebook Page
  - UNCW Twitter Account
  - UNCW Website
  - Indeed.com
  - InsideHigherEd.com
  - Carolina Job Finder / Employment Guide

- Direct Contact from UNCW HR Representative / Recruiter
- UNCW Employee Referral
- Craigslist
- Other Social Media Tools
- Chronicle of Higher Education
- Other