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## Marketing: Assistant/Advanced Assistant Professor - 000296

The Marketing Department at the University of Richmond Robins School of Business invites applications for a tenure-track position as an Assistant Professor of Marketing, to begin August 2016. A Ph.D. in Marketing or a related field is required. Applicants may be ABD, but must have completed the Ph.D. by the start date. Preference will be given to candidates with business experience.

The selected candidate will be primarily responsible for teaching undergraduate and MBA courses in areas such as New Product Development & Innovation and/or Digital Marketing. In addition, the candidate may teach courses, such as Principles of Marketing, as well as others, depending on departmental needs. Tenure-track faculty members typically teach five courses per year with an average class size of 25 students. Teaching excellence is very important at the University of Richmond. In addition, faculty are expected to be committed to excellence in academic research. Candidates should offer evidence of teaching effectiveness and exhibit a strong record and/or promise of scholarly achievement, as evidenced by articles published, forthcoming, or in advanced stages of review at high-quality academic journals, and presentations at high quality conferences.

Please submit to <http://jobs.richmond.edu> a cover letter, curriculum vita (with the names and e-mail addresses of three references who will receive an e-mail asking them to submit letters of recommendation electronically), and evidence of teaching effectiveness (may be included in vitae or in a separate document). To guarantee full consideration, applications should be submitted by July 1, 2015. Department representatives will interview selected candidates at the American Marketing Association (AMA) Summer Educators' Conference in Chicago, August 14-16, 2015.

The Robins School of Business is part of a private, highly-selective university, with a liberal arts orientation and a rising national and international profile. BusinessWeek magazine consistently ranks the Robins School of Business among the top 20 undergraduate business programs in the U.S. The part-time MBA program is also highly ranked. The University's 350-acre picturesque campus is located in a residential neighborhood six miles from downtown Richmond and 90 miles from Washington, D.C. The University has approximately 3,000 full-time undergraduate students, excellent facilities for teaching and research, and a strong resource base, including an endowment in excess of \$2 billion.

The Marketing Department is known for its commitment to students and teaching, cutting-edge research published in top journals, strong ties with marketing practitioners, and high-impact service to the university and the profession. For more information about the Department of Marketing, see <http://robins.richmond.edu/undergraduate/marketing/index.html> and for more information on the Robins School of Business, see <http://robins.richmond.edu>.

The University of Richmond prohibits discrimination and harassment against applicants, students, faculty, or staff on the basis of race, religion, national or ethnic origin, age, sex, sexual orientation, gender identity, gender expression, disability, status as a veteran, or any classification protected by local, state, or federal law.

The following supplemental info was submitted to Marketing Phd Jobs on 6/9/15 for inclusion with the Robins School of Business listing.

**Wanted by  
The Robins School of Business,  
University of Richmond**

# **Business Enthusiasts**

**At Robins, we are BUSINESS ENTHUSIASTS.**

**We are fascinated by the amazing world of business. When news occurs, we think of how it will affect the economic climate, our planet and global communities. And when we turn on the lights in our classrooms, these thoughts spark a dynamic exchange among everyone present.**

**In this highly selective school, enthusiasm is contagious. Students and teachers meet in small settings – so everyone is personally engaged. Every teacher is a mentor. And every student is being prepared for success.**

**Business enthusiasts want to share their fascination with others, by passionately combining a love for teaching, high-impact research and industry engagement with a heart for service. These rare birds typically come to a Ph.D. program after working in industry. And they love working with others that share their enthusiasm.**

**If you are such an enthusiast and available for a tenure-track position as an assistant/advanced assistant professor starting Fall 2016, we want to talk with you in Chicago.**

***You know the type:*** Did consulting and/or a stint in industry for a few years before realizing a passion for developing and disseminating new knowledge. Relishes the freedom to choose what to study. Embraces the opportunity to positively impact lives. Craves interaction with industry. Believes there's no better job in the world.

The University of Richmond is a place where **teacher-scholars** are embraced and *rewarded*. A place where you will be proud to work.

This is a challenging job: 3/2 teaching load at a top-20 undergraduate business school. Excellent teaching is expected, along with impactful research and service to the school, department and profession. But it's a *fulfilling* challenge that the business enthusiast welcomes as an opportunity.

Our last two marketing hires did Ph.D.s at Ohio State & Connecticut. They both started at Accenture; one then went into sales, the other into marketing. Both are passionate teachers, productive researchers, and actively engaged with the business community. Our department is a diverse, accomplished, and collegial community of teacher-scholars.

Attached is information about the Robins School of Business and the Marketing Department. As you can see, we're more than just teachers. We're passionate about business and highly engaged in research aided by our strong connections to industry. We leverage our research and industry connections in the classroom as we aim to provide students with the best business education in the world.

**And we're looking for a fellow business enthusiast to join us.**



**OPEN FOR BUSINESS  
ENTHUSIASTS!**

## The Robins School of Business, University of Richmond

#16 undergraduate; #28 part-time MBA (Bloomberg*BusinessWeek*)

#1 (twice) and #4 for International programs (Bloomberg*BusinessWeek*)

More than 50 partnerships with leading schools in 27 countries

50 tenure-track faculty; including 4 Journal Editors

12 faculty with publications in journals on UT Dallas list in past 5 years

### **Faculty are well-trained at doctoral institutions such as:**

Arizona State	Penn State	University of Florida
Boston College	Purdue University	University of Illinois
Duke University	Texas A&M	University of Michigan
Indiana University	Ohio State	University of Minnesota
Michigan State	UCLA	UNC, Chapel Hill
Notre Dame	University of Chicago	University of Texas, Austin
Oregon	University of Connecticut	University of Texas, Dallas

### **Faculty also come to the RSB after stints at R-1 institutions such as:**

Brigham Young University	University of Arizona
Cornell University	University of Colorado, Boulder
Florida State University	Virginia Tech
Louisiana State University	Washington University, St. Louis

### **Faculty leverage their prior industry experience from firms such as:**

Accenture	Hyatt	Priceline.com
A.T. Kearney	Mobil	Price Waterhouse
Ernst & Young	Pebble Beach Resorts	Reynolds Metals
General Electric	Phillip Morris	SPSS

### **Faculty engage with industry with firms such as:**

Altria	DuPont	MeadWestvaco (MWV)
Brinks	Genworth Financial	McKesson
CapitalOne	Hamilton Beach Brands	Tampa Bay Rays
CarMax	Harper's Bazaar	Washington Redskins
ChildFund	Leo Burnett	Wells Fargo

## The Marketing Department

Seven (7) members (1 assistant, 2 associate, 4 full [including 1 full-time administrator], 1 full-time instructor)

We are committed teachers who care passionately about student development, learning and career preparation.

Our courses focus on the *Strategic, Analytic* and *Communications* aspects of marketing, all developed through hands-on experiential learning.

See [://youtu.be/fxQn4-eDz00](https://youtu.be/fxQn4-eDz00) for our 2015 Keynote presentation

We are also active researchers who focus on Marketing Strategy and Consumer Behavior, with the goal of impacting managers and policy makers.

We work together, and across departments, on research projects in a collegial atmosphere of exploration and discovery.

In the past 5 years, we have published 36 peer-reviewed articles, in journals such as:

*Journal of Consumer Research*

*Journal of Public Policy & Marketing*

*JAMS*

*Journal of Service Research*

*Journal of Advertising*

*Journal of Business Research*

*Journal of Retailing*

*Journal of Services Marketing*

*Industrial Marketing Management*

*Marketing Letters*

Five (5) faculty are members of editorial review boards (9 journals).

The University has approximately 3,000 undergraduates, excellent facilities for teaching and research, and abundant resources, including an endowment in excess of \$2 billion.

The University is sited on a 350-acre picturesque campus in a residential neighborhood six miles from downtown Richmond and 90 miles from Washington, D.C. Richmond boasts a vibrant business community, is home to five Fortune 500 companies, eleven Fortune 1,000 companies, one of the world's most successful ad agencies, and countless other exciting local and global organizations and startups.

Our students are ambitious, curious, creative, passionate, hardworking and collaborative, and engage deeply with faculty and each other to develop both personally and professionally.

If this environment excites you, then please see our posting on [www.marketingPHDjobs.org](http://www.marketingPHDjobs.org), and apply at <http://jobs.richmond.edu>. Find more information about the Marketing Department at <http://robins.richmond.edu/undergraduate/marketing/index.html>, and the Robins School of Business at <http://robins.richmond.edu>. Questions? Please contact Randy Raggio, Chair of the Marketing Department, at [rraggio@richmond.edu](mailto:rraggio@richmond.edu).