

## Assistant/Associate Professor in Marketing

<b>Institution:</b>	University of South Florida
<b>Location:</b>	St. Petersburg, FL
<b>Category:</b>	Faculty - Business - Marketing and Sales
<b>Posted:</b>	06/11/2018
<b>Type:</b>	Full Time

**Job ID** 17203  
**Location** USF St. Petersburg  
**Full/Part Time** Full-Time  
**Regular/Temporary** Regular

### Position Details

Dept Number/Name: 3-1401-000 / College of Business SP

College Division: USFSP-Academic Affairs

Salary Plan: Faculty

Job Code/Title: 9003 / Assistant/Associate Professor

Hiring Salary/Salary Range: Competitive

Position Number: 00035806

### POSITION SUMMARY:

The Kate Tiedemann College of Business (KTCOB) at the University of South Florida St. Petersburg (USFSP) invites applications for an assistant/associate professor of marketing beginning August 2019. This position offers an excellent opportunity to join in to the continued growth of the marketing program, particularly in the areas of digital marketing and/or professional selling. The department is open to a variety of research specializations. The KTCOB is dually accredited in both Business and Accounting by AACSB and serves approximately 1,300 students (76% undergraduate and 24%

graduate). Average high school GPAs, ACTs as well as average GMAT scores and undergraduate GPAs indicate that both undergraduate and graduate programs attract strong students.

In January 2017, the KTCOB moved into its new \$30 million home in Lynn Pippenger Hall (LPH), a 68,000 sq. ft. building that houses state-of-the-art classrooms, study rooms, faculty offices, and a fully functional and active Consumer Insight and Sales Lab (focus group facility, sales role-play rooms, and a digital production studio). As part of the USF system, business faculty at USFSP have access to research resources of a doctoral-granting institution such as competitive research grants, vast library resources, research databases, access to the St. Petersburg Innovation District, and the vibrant Tampa Bay business community.

#### **QUALIFICATIONS (Education & Experience):**

##### ***MINIMUM:***

1. Ph.D. or D.B.A. from an AACSB-International accredited institution with a curricular emphasis in the field of Marketing or closely related field (with a minimum of 18 graduate marketing credit hours).
2. Evidence of academic scholarship through peer-reviewed journals or the potential for such scholarship. Applicant must be able to meet and maintain Scholarly Academic (SA) qualification status.
3. Evidence of teaching excellence and instructional innovation as the primary instructor at the undergraduate/ graduate level in digital marketing, immersive/non-linear marketing, data analytics and/or professional selling.
4. Willingness to engage in service activities commensurate with rank (e.g., curriculum development, assessment of student learning, strategic planning).

##### ***Preferred Qualifications:***

1. Experience teaching classes that incorporate client/project-based community engagement learning.
2. Industry work experience in a digital marketing and/or professional selling role.
3. Familiarity with the support and operation of an academic center (e.g., professional sales lab, marketing research facility, etc.).
4. Forging cooperative partnerships and alliances with alumni, professional constituencies, and the regional business community
5. Commitment to fostering and maintenance of a collegial workspace; managing and leading with openness, integrity, and objectivity.
6. Coordinating, supervising, and executing Program activities related to maintenance of accreditations
7. Guiding the Program towards meeting University of South Florida system performance

targets including goals for retention, progression and undergraduate graduation rates.

### **Application Guidelines:**

An application should include a letter of interest, current curriculum vitae, research statement, teaching philosophy, the names, addresses, telephone numbers and email addresses of three references. These materials must be uploaded.

For more information, please visit [www.usfsp.edu/ktcob/](http://www.usfsp.edu/ktcob/) or contact Dr. Philip Trocchia at 727-873- 4700 or [trocchia@mail.usf.edu](mailto:trocchia@mail.usf.edu). Applications sent by email only or the U.S. postal service will not be accepted. Application review will begin in June 30, 2018 and will continue until the position is filled. For best consideration for a preliminary interview, all applicant materials should be received by July 31, 2018.

### **Information for Applicants**

This position is subject to a Level 1 criminal background check.

### **How To Apply**

Click on the **Apply Now** button. When applying to an opening you will have the opportunity to upload a cover letter and resume.

Apply online by completing the required information and attaching your cover letter and resume. Please include your experience as it relates to the qualifications stated above. YOUR COVER LETTER AND RESUME, PLUS ANY OTHER REQUESTED MATERIAL, MUST BE IN ONE ATTACHMENT. Only online applications are accepted for this position.

[Click here](#) for additional tutorial information.

### **Equal Employment Opportunity**

USFSP is an EO/Equal Access Institution. Welcoming...Diverse...Inclusive

### **About USF**

The University of South Florida St. Petersburg (USFSP) is a separately accredited institution and a member of the University of South Florida System. USFSP serves approximately six thousand students and is located on the beautiful waterfront of St. Petersburg. USFSP offers undergraduate and graduate programs in the Colleges of Business, Education, and Arts & Sciences.

The campus sits on 60 acres in downtown St. Petersburg and is located on Tampa Bay. The Tampa Bay area is a dynamic metropolitan area with about 3 million people and is the home for numerous publicly traded firms, including Jabil Circuit, Tech Data Corp., WellCare Health Plans, Raymond James Financial Inc., Blooming Brands Inc., HSN Inc., Sykes Enterprises, Roper Technologies and numerous others. The Tampa Bay area also has many vibrant small to medium-sized privately held businesses (e.g., microbreweries, community banks) and welcomes and works with entrepreneurs. The financial community contains an array of different firms including the Raymond James, Franklin Templeton,

numerous wealth management firms and insurance companies. USFSP works closely with area businesses and financial firms to stay abreast of their needs for desired business skill sets for USF graduates. Tampa Bay also offers professional sports teams and many diverse cultural activities and organizations (see [www.stpete.org](http://www.stpete.org) and [www.discoverdowntown.com](http://www.discoverdowntown.com) and [thedali.org](http://thedali.org) ). USFSP has over 5000 undergraduate and graduate students. The student/faculty ratio is 19:1 while approximately 86 percent of faculty hold terminal degrees.

USFSP offers a bachelor's degree in nine disciplines, and full- and part-time MBA programs. The KTCOB online MBA program is rated 15<sup>th</sup> in the nation by *U.S. News and World Report*. Options within the MBA program include MBA/CPA, Global MBA, Part-Time MBA, and Full-Time MBA.

## APPLICATION INFORMATION

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**Contact:** University of South Florida

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**Online App. Form:** <https://gems.fastmail.usf.edu:4440/psp/gemspro-tam/EM...>

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Apply through Institution's Website

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