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# Management and Marketing: Assistant/Associate Professor in Marketing Analytics

[University of Wisconsin-Eau Claire](#) in Wisconsin

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| <b>Deadline</b>    | November 04, 2017            |
| <b>Date Posted</b> | October 4, 2017              |
| <b>Type</b>        | Tenured, tenure track        |
| <b>Salary</b>      | Commensurate with experience |

**Employment Type** Full-time

**POSITION:** A probationary tenure-track faculty position is available in the Department of Management and Marketing at the rank of assistant/associate professor.

## **MINIMUM QUALIFICATIONS:**

- Earned doctorate in marketing or related field from a regionally accredited higher education institution is required.
- Salary will be commensurate with teaching experience.
- Desired area of specialty is in Marketing Analytics (with additional interests in teaching other marketing courses such as marketing research, marketing principles).

## **RESPONSIBILITIES:**

A position is available to teach in a growing Marketing Analytics program. Position would be working with our Analytics emphasis and would be teaching using AC Nielsen data and SAP. Additional responsibilities in coverage of other courses such as Principles of Marketing, Marketing research, Marketing Management and other Marketing courses would be assigned as needed.

Applicants will be expected to teach courses as assigned in the Department of Management and Marketing, participate in research and scholarly activities, provide academic advising to students as assigned, engage in service to the university and community, and participate in department, college, and university committee work. Teaching responsibilities may involve classroom, online, and/or hybrid delivery in both the undergraduate and at the MBA level.

**DEPARTMENT:** The Department of Management and Marketing is a vibrant and cohesive group of teachers and scholars, dedicated to excellence in teaching and remaining current in their fields through scholarly activity. The department offers four majors: Management, Marketing, Business Administration, and Healthcare Administration. Emphases within the Marketing major include Marketing Analytics and Sales. The department serves over 1,200 undergraduate majors, and supports the UW-Eau Claire/UW System Consortium online MBA program. The department is housed in UW-Eau Claire's AACSB accredited College of Business.

**UNIVERSITY and EAU CLAIRE COMMUNITY:** The University of Wisconsin-Eau Claire campus community consists of approximately 11,500 students and 700 faculty and administrative/professional academic staff. As the UW System's only Center of Excellence for faculty and undergraduate research, faculty and students regularly work side-by-side on original research.

**APPLICATION PROCEDURE:** Applications are submitted electronically.

Please follow instructions found on the following UW-Eau Claire Web site:

<http://www.uwec.edu/Employment/uweccareers.htm>. You must create an account and login before you can apply. If you have not yet registered, click on the "Click here to Register" link to begin the registration process. If you are already a registered user, input your "User Name" and "Password" and select "Login." Click the link to the **Management and Marketing: Assistant/Associate Professor in Marketing Analytics** position (**Job ID # 13567**) and then click the "Apply Now" button to submit your application electronically. Your application will not be considered complete until all required documents are attached and all required fields are completed. Please submit the following materials in PDF format only:

- Letter of application
- Resume/Curriculum vita
- Contact information for three references.

Please also send an email verifying receipt of the application to:

Dr. Kristy Lauver, Chair; [lauverkj@uwec.edu](mailto:lauverkj@uwec.edu)

To ensure consideration, completed applications must be received by **November 4, 2017**. However, screening may continue until position is filled. The university reserves the right to contact additional references with notice given to the candidates at an appropriate time in the process. A criminal background check is required prior to employment.

***UW-Eau Claire is an AA/EEO/Veterans/Disability employer dedicated to enhancing diversity, equity, and inclusion.***



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