

Assistant Professor in Marketing-12146

Marketing

ATTENTION:

The Department of Marketing at the University of Wisconsin-Whitewater seeks an Assistant Professor of Marketing starting fall of 2017.

QUALIFICATIONS:

Minimum Qualifications:

- Per AACSB guidelines, PHD or DBA in Marketing is required; ABDs will be considered.
- Previous higher-education experience teaching digital marketing, including working with digital marketing competitions.

Desired Qualifications:

- Digital marketing experience and a record of excellence in teaching and publication
- Experience teaching the Google Challenge, Google AdWords, Google Analytics, search engine optimization/marketing, digital advertising, and mobile marketing.
- Experience teaching courses in an online environment.

RESPONSIBILITIES:

The candidate will teach undergraduate and MBA courses in marketing, and should have the ability and desire to teach some combination of the following courses: Introduction to Digital Marketing, Advanced Digital Marketing, and Direct and Multichannel Marketing. The successful candidate must have experience or a strong interest in serving as a faculty advisor to student organizations, as well as demonstrate potential to be an outstanding teacher, productive scholar, and active contributor to the profession, university, and community. Promotion will be based on a balanced commitment to teaching, research and service. Opportunities for reduced teaching load, summer support, online teaching and travel support exist; grant writing will also be rewarded.

DEPARTMENT INFORMATION:

The Marketing department is one of seven departments in the College of Business and Economics. In addition to a campus program, students may take any or all of their marketing courses online.

CAMPUS INFORMATION:

The University of Wisconsin-Whitewater is a regional comprehensive university with an enrollment of more than 12,000 students. UW-Whitewater has reached record enrollment four of the last five years and offers 50 majors in four colleges. UW-Whitewater also offers 15 master's degree programs and recently added a Doctorate of Business Administration. UW-Whitewater students achieve excellence in the classroom and on the playing field. In the 2014-15 Academic Year, UW-Whitewater was the first university in NCAA history at any level to win national championships in football, basketball and baseball in a single year. The campus offers more than 200 student organizations and is a vital economic engine for southeastern Wisconsin. UW-Whitewater is situated on 400 acres of land and has an annual budget of more than \$219 million. - See more at: <http://www.uww.edu/news>

ORGANIZATION INFORMATION:

UW-Whitewater is part of the 26-campus University of Wisconsin System. Located in a community of 14,622 residents near the scenic Kettle Moraine State Forest in southeastern Wisconsin, Whitewater is within convenient driving distance to the metropolitan areas of Milwaukee, Madison, and Chicago.

SPECIAL NOTES:

The University of Wisconsin-Whitewater is an Equal Opportunity and Affirmative Action Employer, and actively seeks and encourages applications from women, people of color, persons with disabilities, and all veterans.

Wisconsin Statute 19.36(7)(b) provides that applicants for positions may indicate in writing that his or her identity should be kept confidential. In response to a public records request, the University will not reveal the identities of applicants who request

confidentiality in writing, except that the identity of the successful candidate will be released. See Wisconsin Statutes 19.36 (7) (a).

UW-Whitewater conducts criminal background checks as a contingency to employment. A criminal background check will be conducted prior to an offer of employment.

For UW-W campus safety information and crime statistics/ annual Security Report, see <http://www.uww.edu/annual-safety-report> or call the Dean of Students office at: 262-472-1533 for a paper copy.

TO ENSURE CONSIDERATION:

Applications received by September 19, 2016 are ensured full consideration. Applications received after that date may be given consideration at the discretion of the search committee. Application materials will be evaluated and the most qualified applicants will be invited to participate in the next step of the selection process. Incomplete and/or late application materials may not receive consideration.

If you have questions regarding this recruitment, or if you are not able to complete the application online due to a disability or system problem, please contact us at 262-472-1024 or hrstudent@uww.edu.

For questions regarding the position please contact:

Pavan Rao Chennamaneni
Associate Professor of Marketing
262-472-1333
chennamp@uww.edu

TO APPLY:

Only complete application packages will be considered. A complete application includes online submission of the following documents:

- Cover Letter
- CV
- Three letters of recommendation
- Unofficial transcripts

Who are you?

The job ID is: 12146

A potential applicant who is NOT currently employed by the University of Wisconsin System, click here: [UW-Whitewater External Applicants \(https://www.careers.wisconsin.edu/psc/careers/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_CE.GBL?SiteId=15\)](https://www.careers.wisconsin.edu/psc/careers/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_CE.GBL?SiteId=15)

A current employee of the University of Wisconsin System, click here: [UW-Whitewater Internal Applicants \(https://www.hrs.wisconsin.edu/psc/hrs-fd/EMPLOYEE/HRMS/c/HRS_HRAM_EMP.HRS_CE.GBL?SiteId=15\)](https://www.hrs.wisconsin.edu/psc/hrs-fd/EMPLOYEE/HRMS/c/HRS_HRAM_EMP.HRS_CE.GBL?SiteId=15)
