

# Assistant Professor - Marketing - 14513

## **ATTENTION:**

The Department of Marketing in the College of Business and Economics at the University of Wisconsin-Whitewater anticipates a tenure-track opening at the Assistant Professor level beginning August 21, 2019 subject to final budgetary approval. This is a full-time position with responsibilities for teaching undergraduate and graduate courses in marketing, research, and service to the university and community. Research expertise should complement existing faculty expertise.

## **JOB DETAILS:**

The successful candidate will teach undergraduate and MBA courses in marketing and should have the ability and desire to teach some combination of the following courses: Sales Management, Business to Business marketing, Marketing and Retail Analytics, Consumer Relationship Management, Marketing Strategy, Sports Marketing and Experiential/Event Marketing. The successful candidate must have experience or a strong interest in serving as a faculty advisor to student organizations. The candidate will also be expected to pursue an active research agenda that engages undergraduate and/or graduate students, results in publications and contributes to advancing the department, university, the profession, and society. The candidate will also be expected to participate in service activities and embrace the principles of diversity and inclusion as a member of the university community. The candidate must have a willingness and ability to be an active participant in following applicable safety rules and regulations including necessary training and drills. Opportunities for reduced teaching load, summer support, and online teaching and travel support exist. Grant writing will also be rewarded.

## **QUALIFICATIONS:**

### **Minimum Qualifications:**

- Per AACSB guidelines, PHD or DBA in Marketing is required. ABD candidates may apply but must have their degree completed by the contract start date in August 2019; if not, they will be hired on a one-year contract with the understanding that their degree will be completed before January 2020 in advance of their first scheduled review. .
- Demonstrated potential for excellence in teaching with an emphasis on promoting the success of undergraduate and graduate students, clear evidence of scholarly potential, commitment to working with diverse populations and serving as active member of the university community.

### **Desired Qualifications:**

- Expertise/interest in some combination of sales management, B2B, Marketing Analytics, CRM, Marketing Strategy, Sports marketing or experiential/Event marketing
- Experience or interest in teaching courses in an online environment.

### **Knowledge, Skills & Abilities:**

- Willingness to work with student organizations

## **RESPONSIBILITIES:**

Full-Time teaching responsibilities include undergraduate and MBA courses in marketing. Courses may include some combination of the following courses: Sales Management, Business to Business marketing, Marketing and Retail Analytics, Consumer Relationship Management, Marketing Strategy, Sports Marketing and Experiential/Event Marketing. In addition, faculty members serve as advisors/mentors to students and are encouraged to engage students in undergraduate research or other scholarly and creative activities. Service responsibilities include committee service at the departmental, college, and university levels as well as participation in community organizations as relevant to the candidate's expertise and interest. Faculty at UW-W may be required to teach online and/or in a hybrid format, or courses in the evenings or on weekends. Faculty may also elect to teach New Student Seminar or University Learning Communities, or participate in other programs geared toward improving to student success.

## **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:**

UW-Whitewater (<http://www.uww.edu>) is the largest regional comprehensive university within the UW System and enjoys a reputation as a high quality residential campus located near the scenic Kettle Moraine State Forest in southeastern Wisconsin. UW-Whitewater is situated on 400 acres of land and has an annual budget of more than \$219 million. UW-Whitewater is located in the community of Whitewater, which has 14,622 residents and is within convenient driving distance to the metropolitan areas of Madison, Milwaukee and Chicago. The university enrolls more than 12,000 students in more than 50 majors housed within four academic colleges. UW-Whitewater also offers 16 master's degrees and a Doctorate in Business Administration. The university's strategic plan can be found at: [www.uww.edu/strategic-plan](http://www.uww.edu/strategic-plan). It has a special mission within the UW System to serve students with disabilities and, as such, embraces the principles of universal design and is one of the most accessible campuses in the state. UW-Whitewater is a Division III NCAA university and member of WIAC (<http://wiacsports.com>). The campus has over 200 student organizations and is a vital economic engine for southeastern Wisconsin.

UW-Whitewater is committed to seeking and sustaining a culturally and ethnically diverse campus environment, building a diverse faculty and staff with expertise and interest in serving students with diverse needs, backgrounds, ethnicities, abilities and other distinct characteristics in respectful, sensitive and understanding ways. 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 veterans.

## **ORGANIZATION INFORMATION:**

The University of Wisconsin-Whitewater is part of the 26-campus University of Wisconsin System (<https://www.wisconsin.edu>).

Wisconsin Statute 19.36(7)(b) provides that applicants may indicate in writing that their 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 final candidate will be released. See Wisconsin Statute 19.36(7)(a).

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

The University of Wisconsin-Whitewater requires that all employees be active participants in following applicable safety rules and regulations including necessary training and drills.

For UW-Whitewater Campus safety information and crime statistics/annual Security Report, see <http://www.uww.edu/asfr>. If you would like a paper copy of the report please contact the UW-Whitewater Police at 262-472-4660.

To learn more about UW-Whitewater's competitive benefits packages go to our: ALEX webpage, which is our interactive benefits decision support tool.

#### **SPECIAL NOTES:**

UW-Whitewater embraces AAC&U's LEAP principles (<http://www.uww.edu/leap>) and emphasizes student, staff and faculty participation in High-Impact Practices (<https://www.aacu.org/resources/high-impact-practices>). The Office of Research and Sponsored Programs (<http://www.uww.edu/orsp>) provides support for faculty scholarly and creative activities as well as other opportunities to apply for reassigned time and/or other resources to support research activities. UW-Whitewater faculty and staff also have access to technology transfer and research resources provided by WiSys (<https://www.wisys.org>).

#### **TO ENSURE CONSIDERATION:**

Applications received by September 5, 2018 are ensured full consideration. Applications received after that date may be given consideration at the discretion of the search committee. The most qualified applicants will be invited to participate in the next step of the selection process.

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 262-472-1072 or [hrstudent@uww.edu](mailto:hrstudent@uww.edu).

For questions regarding the position please contact:

Julie Hill  
Academic Department Associate  
262-472-1333  
[hillj@uww.edu](mailto:hillj@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

**This Job ID is 14513.**

### *Who are you?*

A potential applicant who is NOT currently employed by the University of Wisconsin System, click here: [\*\*UW-Whitewater External Applicants\*\*](#)

A current employee of the University of Wisconsin System, click here: [\*\*UW-Whitewater Internal Applicants\*\*](#)

Before you get started with the online application process, we recommend you preview the frequently asked questions (FAQs) by selecting the link below.

[\*\*Apply Online FAQs\*\*](#)