

Faculty - Assistant Professor - Marketing Strategy

Institution:	Utah Valley University
Location:	Orem, UT
Category:	Faculty - Business - Marketing and Sales
Posted:	08/22/2017
Type:	Full Time

Faculty - Assistant Professor - Marketing Strategy

Position Category: Faculty - Tenure Track (FT)

Summary:

Utah Valley University's Department of Marketing in the Woodbury School of Business invites applications for a tenure-track position. The successful candidate will conduct assigned undergraduate and graduate courses and seminars. Plans, prepares, and follows an approved course of study with measurable objectives. Serves on college/school or university committees. Engages in scholarly activities, and/or creative endeavors which contribute to the academic mission of the university. Develops curriculum, independent study activities, and off-campus learning such as practicums and internships. Renders service to the community relevant to the appropriate academic specialty.



- May be required to teach the following courses: Principles of Marketing, Marketing Management, Marketing Strategy, graduate level marketing strategy, and other marketing courses as assigned. Depending on ability additional courses might include International Marketing, Digital Marketing, pricing, brand management, and product management.

Required Qualifications:

Doctorate in Marketing (or related field) from an AACSB accredited university required. ABD candidates at the time of hire will also be considered.

Must have background in Marketing Management, Marketing Strategy, Strategy, Marketing Plans, and Marketing Principles.

Knowledge, Skills and Abilities:

- Extensive knowledge of subject matter and course content of classes to be taught,

instructional strategies and techniques related to Marketing Strategy.

- Extensive knowledge of student management, motivation, and evaluation.
- Extensive knowledge of evaluation of instruction, curriculum development, program development and evaluation.
- Thorough knowledge of appropriate field of study.
- Skills related to Marketing Strategy (with potential graduate course responsibilities).
- Skills in public speaking and report writing.
- Skills in curriculum development and assessment.
- Ability to apply effectively general principles to specific conditions.
- Ability to follow written and oral procedures and instructions.
- Ability to work effectively with people.

Preferred Qualifications:

- Secondary Experience in Digital Marketing and International Marketing would be helpful. We also value practical work experience in marketing in addition to a doctoral degree.
- Experience in neuromarketing or digital marketing is preferred.

Physical Requirements:

Talking continuously, sitting and standing regularly. Fine hand manipulation for use in computer systems.

Benefits Summary:

UVU offers an excellent benefits package which includes a generous leave policy, 12 paid holidays, affordable medical and dental insurance options, life and AD&D insurance, tuition waiver (undergraduate resident) for employee and dependents and substantial employer contribution to a retirement plan.

FLSA: Exempt

Pay Range: Commensurate with Experience

Advertisement Number: FAC05517

Open Date: 08/21/2017

Review Start Date: 09/21/2017

Close Date:

Open Until Filled: Yes

Special Instructions to Applicant: Under References Letter please list a minimum of three contacts. References may be contacted at some point during the screening and selection process.

To apply, visit: <https://www.uvu.jobs/postings/2643>

Utah Valley University is an Affirmative Action/Equal Opportunity/ Equal Access Employer and committed to fostering a diverse workforce. As an inclusive community, we actively seek diversity among our applicants for this position. Candidates who can contribute to that goal are particularly encouraged to apply.

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APPLICATION INFORMATION

Contact:	Utah Valley University
Online App. Form:	http://apptrkr.com/1071665

Utah Valley University is an Affirmative Action/Equal Opportunity/Equal Access Employer.

Apply through Institution's Website

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