



Assistant Professor - Marketing Strategy

Institution:	Utah Valley University
Location:	Orem, UT
Category:	Faculty - Business - Marketing and Sales
Posted:	09/22/2016
Type:	Full Time

Assistant Professor - Marketing Strategy

Job Posting Number: JPF28616

Department: 2FF-Marketing

Job Open Date: 09/15/2016

Screening Date: 10/15/2016

Job Close Date:

Open Until Filled: Yes

Job Grade: 011

Pay Range: DOQ

Position Number: A98341

Benefits: Full tuition waiver (undergraduate resident) for employee and dependents, substantial employer contribution to retirement, affordable medical and dental insurance, life insurance, & 12 paid holidays.

Job Category: Faculty

Job Type: Full-time



Special Instructions to Applicants

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

This position will be hired for either Spring, 2017 or Fall 2017.

UVU is currently looking for a qualified individual with expertise in Market Strategy. Candidates are expected to have work and professional experience as well as academic qualifications.

Summary of Duties

Conducts 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 contributes 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.

Minimum Qualifications

Graduation from an accredited institution with terminal, earned degree appropriate to discipline. ABD accepted. Knowledge and skill in current instructional theories, strategies, techniques, and discipline content. Evidence of potential for scholarly/creative work consistent with a teaching university. See preferred qualifications for discipline or program-specific minimum qualifications.

Preferred Qualifications

Ph.D. or a DBA from an AACSB accredited business school is required. (ABDs will be considered.)

Knowledge

- 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

- Skills related to Marketing Strategy (with potential graduate course responsibilities).
- Skills in public speaking and report writing.
- Skills in curriculum development and assessment.
- May be required to teach the following courses: Marketing Strategy, Marketing Management, Principles of Marketing, Marketing Analytics, or Digital Marketing.

Abilities

- Ability to apply effectively general principles to specific conditions.
- Ability to follow written and oral procedures and instructions.
- Ability to work effectively with people.

Working Conditions**Schedule**

To apply, visit: <https://www.uvu.jobs/postings/23945>

Utah Valley University is an Equal Opportunity Employer/Veterans/ Disabled/Equal Access Employer. Utah Valley University is committed to an inclusive hiring process and the welcoming of diverse candidates.

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APPLICATION INFORMATION

Contact: Utah Valley University

Online App. Form: <http://aptrkr.com/882013>

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

Apply through Institution's Website

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