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West Chester University, College of Business & Public Management

Marketing Analytics/Digital Media, Tenure-Track Assistant/Associate Professor of Marketing

Description

POSITION STARTS JANUARY 2020 OR AUGUST 2020

APPLICATION REVIEW BEGINS JUNE 17, 2019

Join a vibrant campus community whose excellence is reflected in its diversity and student success. West Chester University of Pennsylvania's Department of Marketing invites applications for a tenure track Assistant/Associate Marketing faculty position to begin either January or August 2020. The Marketing Department is housed within the College of Business and Public Management, and features highly qualified faculty committed to teaching excellence, scholarly achievement, and service.

Primary responsibilities include the ability to: 1) Teach Marketing Analytics and/or Digital Media, and as needed teach other undergraduate and MBA courses on-campus, off-campus and online, 2) maintain scholarly research appropriate for an AACSB accredited composite teaching/research institution; and 3) perform departmental, college, and university-wide service.

Rank and salary are dependent on qualifications. The Association of Pennsylvania State College and University Faculties (APSCUF) https://www.apscuf.org/members/contracts/_negotiates with the Pennsylvania State System of Higher Education (PASSHE) for faculty compensation, medical, and other benefits.

<http://www.passhe.edu/inside/HR/syshr/Pages/default.aspx>

Job Information

Location:

West Chester, Pennsylvania, 19383, United States

Job ID:

48728916

Posted:

May 31, 2019

Position Title:

Marketing Analytics/Digital Media, Tenure-Track Assistant/Associate Professor of Marketing

School Name:

West Chester University, College of Business & Public Management

Specialties:

Marketing Analytics, Mobile, Direct Marketing, Interactive Marketing, Online Marketing

Do you plan on

Requirements

Minimum Qualifications

1. Degree: The position requires candidates to have one of the following from an AACSB-accredited school: a Ph.D. in Marketing and scholarship that fulfills WCU's Scholarly AACSB Academic requirements; a Ph.D. or D.B.A in Marketing received within the last three years; ABD candidacy (i.e., all but dissertation completed); for a Ph.D. or D.B.A in Marketing, or have certification for Marketing through the AACSB Postdoctoral Bridge Program.
2. Teaching: Evidence of excellence in teaching college-level marketing courses is required. Evidence of excellence in teaching college-level Marketing Analytics and/or Digital Media experience is a plus.
3. Experience: All candidates must have a background in digital media and/or marketing analytics. Background includes evidence of non-academic professional experience, and/or scholarly academic research in either area.

Additional Requirements: Applicants must successfully complete the interview process, which includes a teaching and research presentation to be considered a finalist. All A.B.D. candidates must specify the anticipated date of their final thesis defense (month and year). **The doctoral degree in marketing must be completed by July 15, 2020 to start on about August 15, 2020, and by December 15, 2019 to start on or about January 15, 2020.**

Preferred Qualifications

Business experience in a corporate/related (i.e., non-academic) position is highly desirable, especially experience in digital media and/or marketing analytics.

Special Instructions

All candidates must submit the information requested below to the WCU online application system at

<https://www.governmentjobs.com/careers/wcupa/jobs/2444835/19-204-marketing-analytics-digital-media-tenure-track-asst-assoc-professor-of-ma> **Incomplete applications are not reviewed.**

Cover letter – Receipt of a detailed cover letter written specifically for this position is critical to ensuring your application will be reviewed by the search committee.

interviewing at the Summer Academic Conference?:

Yes

Position Start Date:

Summer 2020

Job Duration:

Indefinite

You must outline how you meet or exceed the minimum qualifications:

- 1. Marketing Doctoral Degree**
 - 2. Evidence of Excellence in Marketing Teaching*1**
 - 3. Background in Digital Media and/or Marketing Analytics**
- Also include any accomplishments you may have in these areas:**
- 4. Scholarship**
 - 5. Service*2**
 - 6. Non-Academic Professional Experience**

*1 In your cover letter, simply summarize the courses taught and overall student ratings (specify the scale). Upload to our online system copies of your official teaching evaluation summaries provided to you by your university (see evidence of teaching excellence below). Teaching awards and peer observations are welcome.

*2 Upload any documentation related to service: university, professional, community, student, and other.

Curriculum Vita outlining all relevant teaching and scholarship qualifications, plus any service and/or non-academic business experience, especially in the areas of analytics and/or digital media.

Evidence of teaching excellence: You must upload at a minimum your student teaching evaluations of marketing courses. Of special interest are digital media and/or marketing analytics course evaluations. Please provide a sense of the scope of your responsibilities including the number of students in each class, which courses were undergraduate or graduate, and which were in-person vs. online. Also specify whether you had sole responsibility for the course or not. In addition to your student evaluations, you may also include any faculty peer observations, copies of teaching awards, and other supporting materials to be uploaded as separate document, or included as an appendix to your CV.

References: Receipt of three references is required prior to any interview. Initially you must enter the names and contact information of three references into our application system. All candidates invited to on-

campus interviews will also be required to upload three letters of reference prior to confirming their campus visit.

Additional Notes

1. **Search Timeline:** Review of online applications will begin about mid-to-late June 2019. Incomplete applications will not be considered. Telephone screening interviews will be arranged for August and September. Campus visits will occur in mid to late fall. The hiring process will continue until the position is filled.
2. AMA Placement event in Chicago August 8-11, 2019. If you are attending the event please let us know in your cover letter; two Search Committee representatives will be available to meet with qualified candidates.

West Chester University is a member of the Pennsylvania State System of Higher Education and offers both undergraduate and graduate degree programs, including the MBA, to over 17,000 students. The University emphasizes excellence in teaching, and supports and funds research and other scholarly growth activities. Faculty evaluations are based on teaching (50%), scholarship (35%), and service (15%). For August hires, tenure and promotion applications are generally submitted in fall of year five. Results are promulgated shortly after the end of your year five spring semester. WCU is 25 miles west of Philadelphia and 10 miles north of Wilmington, Delaware. The campus is adjacent to the town of West Chester, which is situated in Chester County - one of the nation's fastest growing suburban locations. Relevant videos of the area include among others: <https://www.youtube.com/watch?v=3j3av5tEFdw> and <https://www.youtube.com/watch?v=F0dCcNNPHqM>

Developing and sustaining a diverse faculty and staff advances WCU's educational mission and strategic Plan for Excellence. West Chester University is an Affirmative Action/Equal Opportunity Employer. Women, minorities, veterans, and individuals with disabilities are encouraged to apply.

For more information about the school and department please consult West Chester University's website at www.wcupa.edu, and the CBPM College website at <https://www.wcupa.edu/business-publicManagement/>.

[About West Chester University, College of Business & Public Management](#)

This school does not currently have a profile. Please refer to the school's website or job descriptions to learn more about them.

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