

Assistant Professor - Marketing - #001445

Institution:	Western Carolina University
Location:	Cullowhee, NC
Category:	Faculty - Business - Marketing and Sales
Posted:	03/05/2020
Type:	Full-Time

Position Summary:

The School of Marketing, Entrepreneurship, Sport Management, and Hospitality & Tourism (housed in Western Carolina University's College of Business) invites applications for a nine-month tenure track position in marketing for fall 2020 at the assistant professor level. Expected begin work date is August 2020. Review of applications will begin immediately and will continue until a candidate has been successfully identified.

Teaching responsibilities include undergraduate and/or MBA marketing courses. The normal teaching load is nine credit hours (three courses) per semester. The successful candidate must achieve and maintain "scholarly academic" status per AACSB requirements, which mandates a minimum level of relevant research and publication. In addition, the successful candidate will be responsible for serving on departmental, college, and university committees; advising marketing students; assisting with supervision of internships; effectively interfacing with the business community; and, performing other duties as assigned by the School Director.

The tenure, promotion, and reappointment policies of the College of Business and the University are based on all four quadrants of the Boyer Model of Scholarship. Consequently, faculty have the opportunity to apply scholarly activities to help solve problems facing the larger community beyond the boundaries of campus, to integrate student learning with the scholarship of engagement, to advance the pedagogy, as well as to investigate issues of interest within and across academic disciplines.

Western Carolina University (WCU) is a dynamic, fast growing member of the 16-campus University of North Carolina system with over 12,000 students. WCU is dedicated to continuous enhancement of its academic programs and integrating engaged learning with service to the region. Located in Cullowhee, NC, WCU is situated in a beautiful valley of the Blue Ridge Mountains, 42 miles west of Asheville and near the Great Smoky Mountains National Park, one of the nation's most spectacular and most visited national

parks. From its 600-acre main campus, through programs in Asheville and online, the University serves approximately 12, 000 students from almost every state in the United States and 36 other countries.

Western Carolina University is AACSB accredited and its College of Business has over 60 full-time faculty members. The College currently offers undergraduate degrees in accounting, business administration & law, computer information systems, entrepreneurship, finance, hospitality & tourism, marketing, and sport management. It also offers graduate degrees in accountancy, business administration, entrepreneurship (online), sport management (online), and project management (online). Please visit the College's website at <https://www.wcu.edu/learn/departments-schools-colleges/cob/index.aspx>

Minimum Qualifications:

- Candidates must possess a Doctorate in Marketing or closely related field with a demonstrated record of scholarship in quality outlets.
- Candidates who have recently been awarded a doctorate also will be considered, as will candidates who are ABD, providing the doctorate will be awarded prior to August 1, 2020.

Preferred Qualifications:

- Doctorate from AACSB-granting institution is preferred. Industry experience is desired.
- Preference may be given to candidates who have university level teaching experience.

Special Instructions to Applicants:

Applicants must apply online. Hard copy materials will not be accepted for consideration.

Interested applicants must include the following attachments: letter of application; curriculum vitae; unofficial transcripts from graduate degrees; and a list of three professional references (including full contact information).

For questions or additional information, please contact Dr. Kadie Otto (search chair) at kotto@email.wcu.edu

Carnegie Statement:

WCU embraces its role as a regionally engaged university and is designated by the Carnegie Foundation for the Advancement of Teaching as a community engaged university. Preference will be given to candidates who can demonstrate a commitment to public engagement through their teaching, service, and scholarship.

APPLICATION INFORMATION

Contact: Western Carolina University

Online App. Form: <https://jobs.wcu.edu/postings/12787>

Western Carolina University is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, and veteran status, consistent with applicable federal, state and local laws, regulations, and policies, and the policies of The University of North Carolina. Additionally, the University promotes the realization of equal employment opportunity for minorities, women, persons with disabilities, and veterans through its affirmative action program.

Persons with disabilities requiring accommodations in the application and interview process please call (828) 227-7218 or email at jobs@email.wcu.edu.

Final candidates are subject to criminal & sex offender background checks. Some vacancies also require credit or motor vehicle checks. In order to receive educational credit, degrees must be received from appropriately accredited institutions.

If highest degree is from an institution outside of the U.S., final candidates are required to have their degree verified at www.wes.org. Unless otherwise noted, degree must be obtained prior to start date.

Western Carolina University uses E-Verify to confirm employment eligibility of all newly hired employees. To learn more about E-Verify, including your rights and responsibilities, please visit www.dhs.gov/E-Verify.

Apply through Institution's Website

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