

Marketing - Assistant or Associate Professor

[Western Connecticut State University](#) in Connecticut

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Deadline October 12, 2018

Date Posted September 14, 2018

Type Tenured, tenure track

Salary 59,668-98,664

Employment Type Full-time

Western Connecticut State University

Ancell School of Business

Marketing

Assistant or Associate Professor – Tenure Track

Academic Year 2019

Western Connecticut State University's Ancell School of Business is pleased to announce that applications are being accepted for tenure track Assistant or Associate Professor position for the Marketing department.

Ancell School of Business is composed of five business administration departments: Accounting, Finance, Management, Management Information Systems, Marketing, and the Division of Justice and Law Administration (JLA). The degrees offered are Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Healthcare Administration (MHA), as well as a

Bachelor of Science in Justice and Law Administration (BS). The Marketing curriculum is designed to provide the student with the knowledge, skills, and perspectives necessary in managerial and administrative positions in a variety of organizations. The Ansell School of Business is accredited by AACSB. Additional information may be found on: <http://wcsu.edu/asb/>

Position Summary: Teaching assignments will include courses in Digital/Interactive Marketing and other courses as needed by the Department including Principles of Marketing and Integrated Marketing Communications. Teaching assignments may also include other undergraduate and MBA courses in the candidate's fields of interest. Scholarly activity is expected and required for tenure, promotion and continuing thereafter. In addition, the successful candidate will participate in departmental and university service, engage in professional activity, and will advise and mentor students.

Qualifications: An earned doctorate in Marketing is highly preferred. Candidates with a relevant Master level degree, additional professional certifications and substantial relevant work experience exceeding 10 years may be considered. Candidates must have their highest degree from an AACSB, EQUIS or other internationally accredited program. At least five (5) years of college teaching experience is required, preferably in marketing. Course project experience with regional or national organizations is desirable. Competency in Digital Analytics is required. Candidates must present evidence of research and publication and an active agenda of peer-review scholarship. The ideal candidate would be professional active and engage in college / university service especially in those areas related to student success. Relevant professional work experience in digital or direct marketing is required, managerial work experience is preferred. Associate rank will require Ph.D. at time of hire.

WCSU is committed to enhancing our diverse university community by actively encouraging people with disabilities, minorities, veterans, and women to apply. We take pride in our pluralistic community and continue to seek excellence through diversity and inclusion.

Salary & Benefits: The salary range is \$59,668 – \$98,664 and is commensurate upon candidates' experience. WCSU offers a comprehensive benefits package. Additional information on benefits can be found at www.wcsu.edu/hr/benefits/. There are grant opportunities to support research and conference attendance.

Application Process: Interested applicants must submit a letter of application, which outlines interest in, and qualifications for, the position; areas of teaching expertise and experience, areas of service and/or leadership, research interests, and a statement of teaching philosophy; a current curriculum vita; and the names and contact information for at least three (3) professional references who can comment on the applicant's teaching, scholarship, and/or service/leadership to facultyvitae@wcsu.edu. In the Email Subject Line Reference Search #**800-002**. All materials should be submitted as PDF files. Applications must be received by **Friday, October 12, 2018**. Late applications will not be accepted.

State and Federal requirements expect that organizations with 100 or more employees invite applicants to self-identify gender and race. We kindly request all applicants to complete the Affirmative Action Data Questionnaire and to please return the completed form to Ms. Keisha Stokes in the WCSU Office of Diversity and Equity at stokesk@wcsu.edu. Completion of this data will not affect your opportunity for employment, or terms or conditions of employment. This form will be used for reporting purposes only and will be kept separate from all search records and only accessed by the Office of Diversity and Equity. The Affirmative Action Data Questionnaire, can be found on the following link:

http://wcsu.edu/hr/employment/AA_Data_Questionnaire_FillableForm.pdf.

Western is an Affirmative Action Equal Opportunity Educator/Employer



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