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Assistant Professor of Marketing

About Western Kentucky University:

Western Kentucky University aspires to be the University of choice for faculty and staff who are dedicated to helping advance academic excellence. True to its spirit, WKU offers an inviting, nurturing, and challenging work environment, which is responsive to the needs of a diverse and ambitious learning community. WKU's main campus is located on a hill overlooking the city of Bowling Green (population est. 60,000), and is acclaimed as one of the most beautiful in the nation. In addition, WKU serves the communities of Elizabethtown/Fort Knox, Glasgow and Owensboro through its regional campuses. We invite you to consider WKU as a place where your academic and professional dreams can be realized.

About the Gordon Ford College of Business:

The Gordon Ford College of Business at Western Kentucky University is AACSB accredited in both business and accounting and currently offers undergraduate majors in Marketing, Entrepreneurship, Management, Business Informatics, International Business, Accounting, Economics, and Finance. There are also several minors within the College including Sales Marketing, Entrepreneurship, and International Business. Graduate programs include a Master of Arts in Economics, Master's in Accountancy, and a comprehensive MBA. The Marketing Department consists of ten full-time faculty members and offers concentrations in Social Media Marketing, Strategic Marketing, and Professional Selling.



Job Description:

Western Kentucky University (WKU) seeks an individual to serve as an Assistant Professor of Marketing Communications in the Department of Marketing. The position is a nine-month, tenure-eligible appointment beginning August 15, 2018. Preference will be given to candidates with demonstrated potential for teaching and publishing high-quality research relevant to marketing communications (Integrated Marketing Communications, Social Media Marketing, Digital Marketing). The candidate is expected to teach undergraduate courses in marketing beginning on August 27, 2018. The position carries an expectation of outstanding teaching, scholarly activity, and interaction with the diverse WKU community.

Primary Duties and Responsibilities:

The following duties are customary for this position, but are not to be construed as all-inclusive. Duties may be added, deleted, and assigned based on administrative discretion and institutional needs.

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Department: Department of Marketing

Locations: Bowling Green, KY



Posted: Dec 08, '17

Type: Full-time


Ref. No.: 999789



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- Be an active and engaged scholar publishing in academic Marketing outlets.
- Teach three undergraduate courses in Marketing per semester.
- Departmental, College, University, and Professional Service are required

Requirements:

- Applicants must hold a Doctoral degree in Marketing prior to the start date.
- Prior university teaching experience in the area of Marketing Communications (IMC, Social Media Marketing, and/or Digital Marketing).
- Candidate must have 3+ years industry experience in Marketing Communications field.

Additional Information:

Kentucky state law requires all public institutions of postsecondary education to conduct pre-employment criminal background checks to determine suitability for employment.

Western Kentucky University does not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity/expression, marital status, age, uniformed services, veteran status, or physical or mental disability in admission to career and technical education programs and/or activities, or employment practices in accordance with Title VI and VII of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Revised 1992, and the Americans with Disabilities Act of 1990.

Persons with disabilities, who need reasonable accommodations to participate in the application and/or selection process, should notify the office of Equal Employment Opportunity/Affirmative Action/University ADA Services (EEO) at (270) 745- 5121, a minimum of five working days in advance.

Application Instructions:

The following items must be submitted through this electronic talent management system by January 25, 2018, although expressions of interest may be considered until the position is filled:

- Letter of Intent
- Curriculum Vita
- Unofficial Transcript

Names and contact information of three reference providers will be collected during the application process. Reference letters will be requested by the Search Committee through an online process at a later date.

You will receive email confirmation once you have successfully completed the application process.

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Frequently Asked Questions (FAQ's) ?

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