

▼ [Careers](#) > [Search Jobs](#) > [Search Results](#) > Job Details



## Assistant Professor of Marketing About Western Kentucky University:

Western Kentucky University (WKU): Founded in 1906, WKU is located in Bowling Green, Kentucky, an ethnically and racially diverse city of 61,500 people, about 110 miles south of Louisville and 65 miles north of Nashville. More than 50 different languages are spoken in and around Bowling Green and people from 35 nationalities call the area home. We seek to attract research- and teaching-active faculty, as well as staff members, from academically and culturally diverse backgrounds. The university's population of approximately 20,000 students includes 35% first generation university/college, 15% underrepresented minority and 6% international students. A regional comprehensive university, WKU is student-centered and focuses on applied research that expands knowledge; improves learning; and serves the region, state and nation.

Please view our current openings to see how you can be a part of the Western Kentucky University community. We offer a very attractive benefits package including health, dental, life and long-term-disability insurance; retirement; flexible spending accounts; EAP services; and generous vacation, medical and holiday paid time off. We also offer an outstanding tuition remission policy for employees, their spouses and dependents.

[Apply Now](#)

Category: Faculty

Department: Department of Marketing

Locations: Bowling Green, KY

Posted: Nov 05, '18

Type: Full-time

Ref. No.: 997766



Share

### Job Description:

Western Kentucky University (WKU) seeks an individual to serve as an Assistant Professor of Marketing in the Department of Marketing. The position is a nine-month, tenure-eligible appointment beginning August 15, 2019. Preference will be given to candidates with demonstrated potential for teaching and publishing high-quality research. 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.**

- 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

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, Business Administration, Business Data Analytics, 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 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.

### Requirements:

Ph.D., D.B.A or nearly completed doctoral degree from an AACSB accredited institution in Marketing.

## 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 the WKU electronic talent management system by December 20, 2018 although expressions of interest may be considered until the position is filled:

- Letter of Intent
- Curriculum Vita
- Unofficial transcripts

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.

[Apply Now](#)

[Frequently Asked Questions \(FAQ's\)](#) 

Powered by [Hirezon](#) 

[Hide Main Navigation](#)

Western Kentucky University  
Department of Human Resources  
1906 College Heights Blvd #11003  
Bowling Green, KY 42101  
(270) 745-5360