

# Assistant Professor of Marketing

## Position Information

---

### Position Details

<b>Posting Number</b>	18-00176-UP/FA Post
<b>Position Title</b>	Assistant Professor of Marketing
<b>Position Number</b>	997675
<b>Full-Time/Part-Time?</b>	Full Time

### Summary of Responsibilities

Teaching undergraduate and graduate; instructional opportunities exist in traditional, online and blended learning, flexible teaching methods, and applied learning approaches in the following areas: Introductory Marketing, Consumer Behavior, Business to Business Marketing, Marketing Channels, Marketing Services, Marketing Innovation, and Marketing Strategy. In addition, engaging in research leading to publications and other scholarly output; serving on faculty and other committees; participating in other appropriate service and professional activities. The teaching load for research productive faculty in the W. Frank Barton School of Business consists of 6 hours per semester.

### Minimum Education

- Applicants must hold an earned Doctorate degree (PhD or DBA) from an AACSB or EQUIS accredited college of business in the field of marketing, or closely related area. Applicants at the advanced stage of their doctoral studies (ABD) will be considered with a demonstrated capability of completing degree requirements before the effective date of the appointment.

### Minimum Experience

- Demonstrated research potential with ability to publish in high quality research outlets
- Evidence of teaching/classroom effectiveness  
\*Excellent oral and written communication skills
- Evidence of dealing with diverse populations
- Willingness to accommodate a variety of learning styles and strategies instructional delivery and applied learning activities, including online and blended learning, flexible teaching methods, and applied learning approaches

### Knowledge, skills and abilities

- Demonstrated ability to publish in high quality research outlets
- Evidence of teaching/classroom effectiveness
- Excellent oral and written communication skills
- Evidence of success in dealing with diverse populations
- Demonstrated ability to teach in face-to-face, online, and hybrid classrooms
- Willingness to accommodate a variety of learning styles and strategies instructional delivery and applied learning activities, including online and blended learning, flexible teaching methods, and applied learning approaches

### Required Licenses, Certificates & Registrations

### Additional Information

The Barton School values previous professional or management experience especially in the area of innovation and commercialization. All employees of Wichita State University are expected to support the WSU Vision, Mission and Values and foster an environment of diversity in culture, thought and experience. All candidates for faculty positions should be able to demonstrate the ability to successfully educate and empower a diverse student population.

### Location

Wichita, KS - WSU Main Campus

## Salary Information

<b>Proposed Salary or Hourly Rate</b>	AACSB competitive, dependent upon qualifications. Summer research support may be available on a competitive basis.
<b>Eligible for Shift Differential?</b>	No
<b>Benefits Eligible?</b>	Yes

## Position Description Information

### Preferred Education

### Preferred Experience

- Previous professional or managerial experience
- Demonstrated research interest in Marketing Channels, Business to Business (supply chain management) Marketing Innovation, Services Marketing, Consumer Behavior, Marketing Strategy, or Personal Selling and Sales Management

### Regular Hours of Work

### Environmental Factors

The work environment involves normal everyday hazards or discomforts typical of classrooms, offices, and meeting rooms, with varying levels of temperature, ventilation, lighting and sound.

## Proposed Job Duties

<b>Responsibility / Duty</b>	Teaching undergraduate and graduate; instructional opportunities exist in traditional, online and blended learning, flexible teaching methods, and applied learning approaches. The teaching load will consist of minimum of 6 hours per semester-typically this is a 2 courser/semester assignments
<b>Importance</b>	(E) Essential
<b>Percentage</b>	45%

## Proposed Job Duties

<b>Responsibility / Duty</b>	Engage in research leading to journal publication and other scholarly output.
<b>Importance</b>	(E) Essential
<b>Percentage</b>	45%

## Proposed Job Duties

<b>Responsibility / Duty</b>	Serve on faculty and other committees; participating in other appropriate service and profession activities.
<b>Importance</b>	(E) Essential
<b>Percentage</b>	10%

## Physical Demands

---

### Physical Requirements - Physical Activity

<b>Activity</b>	Vocal Ability
<b>Frequency</b>	Daily

### Physical Requirements - Physical Activity

**Activity** Hearing

**Frequency** Daily

Physical Requirements - Weight Activity

**Activity (weight)** Carrying

**Frequency** Periodically

**Weight** Up to 20 pounds

Physical Requirements - Weight Activity

**Activity (weight)** Lifting

**Frequency** Periodically

**Weight** Up to 20 pounds

Other Physical Requirements

**Other Physical Requirements**

**Explain Physical Job Requirements**

## Requisition

---

Requisition Details

**Department** Marketing

**Posting date** 06/13/2018

**Closing Date** 08/15/2018

**Open Until Filled?** No

**Proposed Start Date** 08/12/2019

**Special Instructions to Applicants**

## Supplemental Questions

---

Required fields are indicated with an asterisk (\*).

1. \* How did you hear about this position?
  - Business publication or website
  - Education publication or website
  - Engineering publication or website
  - Fine Arts publication or website
  - Health Professions publication or website
  - Liberal Arts & Science publication or website
  - Veterans publication or website
  - CareerBuilder.com
  - HigherEdJobs.com
  - Hispanic Outlook in Higher Education

- Indeed.com
- InsideHigherEd.com
- Kansasworks.com
- Community Voice
- Insight into Diversity
- Journal of Blacks in Higher Education
- The Chronicle of Higher Education
- Wichita Eagle
- WSU Employee
- Handshake
- Other

## **Applicant Documents**

---

### **Required Documents**

1. Curriculum Vitae
2. Cover Letter/Letter of Application
3. Letter of Recommendation 1
4. Letter of Recommendation 2
5. Letter of Recommendation 3
6. Teaching Philosophy
7. Research Philosophy

### **Optional Documents**