

**⚠ COVID-19 Update:** Applications will be accepted for positions listed on this site. If you have already submitted an application for a position, the hiring unit will contact you with updates. In-person interviews are suspended indefinitely. Instead, interviews will use a virtual (online) format.

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## **JOBS AT UW**

UNIVERSITY OF WISCONSIN-MADISON

### **FULL OR ASSOCIATE PROFESSOR IN MARKETING**

**JOB NO:  
224549-FA**

**WORK TYPE:  
FACULTY-FULL TIME**

**DEPARTMENT:  
WSB/MARKETING**

**LOCATION:  
MADISON**

**CATEGORIES:  
INSTRUCTIONAL, MARKETING, PUBLIC RELATIONS, RESEARCH, SCIENTIFIC, OTHER**

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The Marketing Department in the Wisconsin School of Business seeks a full-time, nine-month, tenure track appointment (Associate or Full Professor) to begin August 23, 2021. The position would be responsible for teaching graduate and undergraduate students in Marketing and related fields at the Wisconsin School of Business, conducting scholarly research and performing university service.

**POSITION  
SUMMARY:**

The Marketing department is rated among the top programs in the country for research productivity. The department has strong undergraduate, MBA and PhD programs. The department includes the A.C. Nielsen Center for Marketing Analytics & Insights, a nationally prominent center which trains masters students in this area. The department also houses the Center for Brand and Product Management, a center designed to give students outstanding training for jobs in brand and product management at leading companies throughout the world. We are also proud to be part of a great university with excellent resources available to both faculty and students. The Wisconsin School of Business offers degrees in Marketing at the undergraduate, masters, and PhD level. The School currently enrolls approximately 2,800 undergraduates (freshmen to senior level), 400 masters, and 80 PhD students.

**PRINCIPAL  
DUTIES:**

Job Duties:

- Create and maintain a strong program of research
  - Teach undergraduate and graduate level courses in the Wisconsin School of Business
  - Provide classroom and individual instruction for undergraduate and graduate degree-seeking students
  - Contribute to the intellectual and academic life of the department.
- University and community service will be expected as appropriate.

**INSTITUTIONAL  
STATEMENT ON  
DIVERSITY:**

Diversity is a source of strength, creativity, and innovation for UW-Madison. We value the contributions of each person and respect the profound ways their identity, culture, background, experience, status, abilities, and opinion enrich the university community. We commit ourselves to the pursuit of excellence in teaching, research, outreach, and diversity as inextricably linked goals.

The University of Wisconsin-Madison fulfills its public mission by creating a welcoming and inclusive community for people from every background - people who as students, faculty, and staff serve Wisconsin and the world.

For more information on diversity and inclusion on campus, please visit: [Diversity and Inclusion](#)

**DEGREE AND  
AREA OF  
SPECIALIZATION:**

Ph.D. in Marketing or related field is required.

**MINIMUM YEARS  
AND TYPE OF  
RELEVANT  
WORK  
EXPERIENCE:**

Well qualified applicants will have demonstrated high quality research with publications in top tier journals, and will have demonstrated evidence of excellence in teaching.

Candidates for tenure rank will possess academic credentials to qualify for a tenured faculty appointment at UW-Madison.

**ADDITIONAL  
INFORMATION:**

The Department and School of Business are committed to increasing the diversity of the campus community and curriculum. Candidates who can contribute to these goals are encouraged to identify their strengths and experiences in these areas.

**DEPARTMENT(S):**

A123900-WISCONSIN SCH OF BUSINESS/MARKETING

**WORK TYPE:**

Full Time: 100%

**APPOINTMENT  
TYPE,  
DURATION:**

Ongoing/Renewable

**ANTICIPATED  
BEGIN DATE:**

AUGUST 23, 2021

**SALARY:**

Negotiable  
ACADEMIC (9 months)

Please click on "Apply Now" to begin the application process. You will be asked to submit a cover letter, detailed curriculum vitae that includes a complete list of publications and teaching experiences.

**INSTRUCTIONS  
TO APPLICANTS:**

All materials should be submitted electronically in a single pdf document.

The deadline for assuring full consideration is September 27, 2020. However, the position will remain open and applications may be considered until the position is filled.

**CONTACT:**

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608-262-1554

Relay Access (WTRS): 7-1-1 (out-of-state: TTY: 800.947.3529, STS: 800.833.7637) and above Phone number (See [RELAY SERVICE](#) for further information. )

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**OFFICIAL  
TITLE:**

PROFESSOR(C20NN) or ASSOCIATE PROFESSOR(C30NN)

**EMPLOYMENT  
CLASS:**

Faculty

**JOB NUMBER:**

224549-FA

The University of Wisconsin is an Equal Opportunity and Affirmative Action Employer. We promote excellence through diversity and encourage all qualified individuals to apply.

If you need to request an accommodation because of a disability, you can find information about how to make a request at the following website: <https://employeedisabilities.wisc.edu/disability->

[accommodation-information-for-applicants/](#)

The University of Wisconsin-Madison is engaged in a Title and Total Compensation (TTC) Project to redesign job titles and compensation structures. As a result of the TTC project, official job titles on current job postings may change in Fall 2020. Job duties and responsibilities will remain the same. For more information please visit:

<https://hr.wisc.edu/title-and-total-compensation-study/>.

Employment will require a criminal background check. It will also require you and your references to answer questions regarding sexual violence and sexual harassment.

The University of Wisconsin System will not reveal the identities of applicants who request confidentiality in writing, except that the identity of the successful candidate will be released. See Wis. Stat. sec. 19.36(7).

The [Annual Security and Fire Safety Report](#) contains current campus safety and disciplinary policies, crime statistics for the previous 3 calendar years, and on-campus student housing fire safety policies and fire statistics for the previous 3 calendar years. UW-Madison will provide a paper copy upon request; please contact the [University of Wisconsin Police Department](#).

APPLICATIONS OPEN:

**JUN 19 2020**      Central Daylight Time

APPLICATIONS CLOSE:

**OPEN UNTIL FILLED**