

Visiting Assistant Professor, Marketing

[Eastern Kentucky University](#)

Richmond, KY

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Type: Full-Time

Posted: 06/27/2024

Category: [Marketing and Sales](#)

Visiting Assistant Professor, Marketing

Eastern Kentucky University

Title: Visiting Assistant Professor, Marketing

Position Type: Fulltime Faculty

Search Type: External - minimum 7 days

Department: 22R000 - College of Business

Division: 2R0000 - Academic Affairs

Position Location: Richmond Campus

Driver Classification: Non-Driver

FLSA: Exempt

Schedule Type: Full Time (37.5 hrs per week or more)

Hours Per Week: 37.5

Additional Schedule Details:

Posted Salary Grade: Faculty Full Time - 01

Retirement: KTRS

Contact Person: Lixun Su

Job Summary/Basic Functions

The College of Business at Eastern Kentucky University, an AACSB International accredited school, invites applications for a Visiting Assistant Professor in Marketing for Academic Year 2024-2025. Applicants should hold a doctoral degree in Marketing (Ph.D. or D.B.A.) from an AACSB International accredited institution at the time of appointment. The position begins August 2024.

This position serves Business programs. Excellence in, and a commitment to, teaching is essential. In addition to face-to-face instruction, some online teaching experience may be helpful. The successful candidate will primarily teach undergraduate introductory and intermediate Marketing courses in a full-time teaching load. Teaching will include, but is not limited to, courses in principles of marketing for business and non-business majors, as well as consumer behavior, international marketing, digital marketing, and marketing research and analysis. Along with excellence in teaching, conducting and publishing high-quality scholarly research and providing service to the profession, the University, and the business community consistent with EKU's mission are required.

Minimum Qualifications

Education: Doctoral degree in Marketing (Ph.D. or D.B.A.) from an AACSB International accredited institution at the time of appointment.

Experience:

Licensure & Certifications:

- Knowledge of current practices in professional communication and social media
- Effective interpersonal communication skills
- Strong oral and written communication skills
- Analytic and problems solving skills
- Active and effective listening skills
- Ability to collaborate with peers and students
- Ability to understand and adapt to current trends in professional communication
- Evidence of good character, mature attitude, and professional integrity

Preferred Qualifications:

Job Duties:

- 75% - Maintain a full-time teaching load, teaching courses as assigned at the times and in the locations necessary to meet the needs of EKU students - (Essential)
- 10% - Utilize effective teaching methods, innovative teaching techniques, and teaching modalities, and multiple evaluation and assessment procedures as a means to help meet the needs of EKU students - (Essential)
- 10% - Develop and maintain an active research agenda - (Essential)
- 5% - Demonstrate the willingness and ability to work effectively with colleagues to support the mission of EKU, its academic units, and its campus community - (Essential)

Sponsorship: This position is not eligible for visa sponsorship.

Funding Source: Institutional

Open Until Filled: No

Special Instructions:

Applicant documents include:

- Cover Letter
- Vitae

- Copies of unofficial transcripts
- Contact Information for 3 Professional References

AA/EEO Statement

Eastern Kentucky University is an Equal Opportunity employer and educational institution and does not discriminate on the basis of age (40 and over), race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, ethnicity, disability, national origin, veteran status, or genetic information in the admission to, or participation in, any educational program or activity (e.g., athletics, academics and housing) which it conducts or any employment policy or practice.

Background Check Statement

Offers of employment are contingent upon satisfactory background check.

To apply, please visit: <https://careers.eku.edu/jobs/visiting-assistant-professor-marketing-richmond-campus-kentucky-united-states>

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