

Assistant Professor of Marketing

[Nichols College](#)

Dudley, MA

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Type: Full-Time

Posted: 06/21/2023

Category: [Marketing and Sales](#)

Job Summary & Requirements:

Nichols College, a business-oriented, four-year College, is seeking an Assistant Professor of Marketing to begin fall 2023. This is a three-year renewable appointment with the opportunity to transfer to the tenure track in the third year. The successful candidate will demonstrate a commitment to effective and creative teaching, will have a developing program of scholarly activity that involves students, and will have a practice of engaging with the business community.

The teaching responsibility includes introductory and upper-level undergraduate courses, as well as graduate courses, with an expectation that instruction will focus on experiential learning. Candidates should possess expertise in two or more of the following areas: Digital Marketing, Marketing Analytics, Social Media Marketing or International Marketing. For this position, an earned doctorate is required in Business, Marketing, Business Administration with concentration in Marketing, or related.

Department Profile:

The undergraduate marketing program prepares students for developing strategic marketing and communication plans through the use of data analysis, digital communication, selling and market research. We focus on helping students build a network of connections leveraging our alumni and industry contracts, combined with practical experience that lands positions after graduation. In the MBA program, we collaborate with top local employers to design a program with several specialization tracks. Focus is on entrepreneurship, human resources, problem solving, and project management.

College Profile:

Nichols College is an AACSB- accredited college of choice for business and leadership education with a distinctive focus on professional development and the pursuit of passion. The picturesque 200-acre campus is in the town of Dudley, Massachusetts, a rural New England Community one hour from Boston, Hartford and Providence, and less than three hours to New York City. Founded in 1815, Nichols is a private institution offering a Bachelor of Science in Business Administration with 21 concentrations, five Bachelor of Arts degrees, and four graduate degrees, including an MBA, MSA, Master of Science in Organizational Leadership, and Master of Science in Counterterrorism. In Addition to AACSB, Nichols is accredited to NECHE and COSMA (Sport Management).

Nichols College is an Equal Opportunity Educator and Employer and encourages women and minorities to apply. Review of applications will begin immediately and will continue until the position is filled.

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