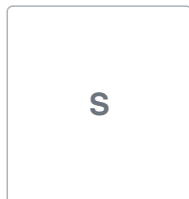


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## Assistant Professor - Marketing

Southern Connecticut State University | New Haven, Connecticut, United States

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### Description

**Department:** Marketing

**Rank:** Assistant

**Specialization(s):** Strategic Marketing, Global Marketing, Marketing Analytics, Social Media Marketing, Supply Chain Management, or other specializations of interest

**Search #** 22-021

Located in historic New Haven, a city rich in art and culture, Southern Connecticut State University is a diverse and student-centered university dedicated to academic excellence, access, and service for the public good. Southern provides a supportive and welcoming environment for all members of its community through a campus-wide commitment to social justice. SCSU is an innovative, student-centric university, located less than three miles from downtown New Haven, with easy access to New York and Boston.

The School of Business has had increasing enrollments, external fundraising success and occupies a LEED certified building. The School of Business has adopted the tag line “Change for Good,” and a focus on sustainability, conscious capitalism, student professional development and business community engagement woven throughout its programs.

The School of Business is in the early construction phase for a new 60,000 SF structure; this will be the first “net zero” building constructed by the state of Connecticut. The School is actively pursuing AACSB accreditation and is in the candidacy stage. Current undergraduate enrollment in the School of Business is approximate 1,000 students, and the MBA programs enroll approximately 150 students. The School of Business currently maintains subscriptions for databases like CRSP, COMPUSTAT and EIKON, and supports STATA, AMOS and Qualtrics. The School of Business maintains multiple channels of communication with the local business community and is actively engaged with the region’s employers. An active Business Advisory Council, made up of top ranked executives from the local business community, provides advocacy and support.

#### Brief Description of Duties/Responsibilities:

Southern invites applications from individuals who believe in the mission of public higher education and are committed to outstanding teaching and scholarship/creative activity. Successful candidates will be disciplinary scholars devoted to a student-centric approach.

The department of Marketing seeks qualified a faculty member to fill a full time, tenure track opening to begin August 2022. The position will require marketing function capabilities including Strategic Marketing, Global Marketing, Marketing Analytics, Social Media Marketing, Supply Chain Management, or other specializations of interest. A successful candidate will be expected to teach at the undergraduate and/or graduate level. In addition to teaching excellence with a global perspective, the candidate is expected to be a productive scholar or practitioner. Faculty members are also expected to advise undergraduate students and to participate in university service activities. Engagement with the business community in the school’s environment is required.

#### Required Qualifications:

An earned doctorate in Marketing or a closely related business field from an accredited university, or an appropriate terminal degree with substantial, recent senior-level practitioner experience is required. Applicants must establish their ability to be classified as “qualified faculty” according to AACSB standards. This requires both initial qualification and maintenance of qualifications.

Strong candidates with ABD will be considered. If ABD, candidate must have earned doctorate within one year of appointment. Candidates must demonstrate the ability to teach effectively at the university level to a diverse group of undergraduate and MBA students in on-ground and hybrid formats; teaching

### Job Information

**Job ID:** 59891016

#### Location:

New Haven, Connecticut, United States

**Company Name:** Southern Connecticut State University

**Position Title:** Assistant Professor - Marketing

**Specialties:** Strategy, Other

**Do you plan on interviewing at the Summer Academic Conference?:** No

**Position Start Date:** Fall 2022

responsibilities include evenings and weekends. In addition, candidates must demonstrate an ability to engage in original and impactful scholarship.

**Preferred Qualifications:**






Preference will be given to candidates with industry or consulting experience.

**Application Process:**

Please submit electronically a letter detailing research and teaching interests and professional background; curriculum vitae; qualifying publications and working papers; statement of teaching philosophy and teaching evaluations; three letters of reference; and graduate transcripts to: Marketing Search Committee Chair at [MKTsearch1@southernct.edu](mailto:MKTsearch1@southernct.edu). Best consideration will be given to complete applications received by **Friday, January 28, 2022**. The position will remain open until filled.

**SCSU is an Affirmative Action/Equal Employment Opportunity employer. The University seeks to enhance the diversity of its faculty and staff. People of color, women, veterans, and persons with disabilities are strongly encouraged to apply.**

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