

Assistant Professor of Marketing

[Southwest Minnesota State University](#)

Marshall, MN

[Apply on Institution's Website](#)



Type: Full-Time

Posted: 11/15/2023

Application Due: Open Until Filled

Category: [Marketing and Sales](#)

FTE: 1.0

Salary Minimum: Commensurate with education and experience

Salary Type: Annual

Bargaining Unit/Plan: 209, IFO

Job Description

Position Responsibilities:

- Teaching and coordinating the courses and curricula for SMSU's BS Degree in Marketing.
- Will teach at least 4 courses in the area of Marketing with a focus in Sales and Digital Marketing. Engage in additional activities to support the Marketing program and the Business Innovation & Strategy Department, including but not limited to student recruitment and retention to enhance enrollment in the program.
- Meet the expectations of a full-time SMSU fixed-term faculty member as defined in the MinnState-IFO Agreement.
- Participate fully in the activities and programs of SMSU's Business Innovation & Strategy Department.
- Fulfill the expectations of a full-time fixed-term Marketing professor at SMSU in accordance with SMSU's Assessment and Strategic Plan, as well as SMSU's mission, vision, and values.
- The position will engage in scholarly and creative activity, continuing preparation and study, contribute to student growth and development, and serve the SMSU Community.
- SMSU, in its commitment to meeting the service needs of the region, expects faculty to engage in regional service as part of their community service activities.

Required Qualifications

- MS or MBA in Marketing.
- Teaching experience in Marketing courses at the undergraduate level
- Professional work experience in the area of Marketing/Sales/Digital Marketing outside of academia.
- Applicants should have knowledge of, or willingness to learn, online and web-supported course delivery methods.
- Applicants should have superior written and oral communication skills.



- A demonstrated ability to work collaboratively with faculty, staff, students, and business/community groups is expected.
- Must have an understanding of and appreciation for liberal education. The University is committed to fostering a global perspective. The successful candidate will have demonstrated ability to teach and work with persons from diverse backgrounds.

Preferred Qualifications

- Ph.D., DBA or other doctoral degree in Marketing. Considerations will be made for applicants who are expected to receive their Ph.D. or DBA within one semester of appointment.
- Teaching experience in Marketing courses at the graduate level.
- Demonstrating teaching excellence with positive student evaluations.
- Evidence of current scholarly activity.
- Applicants can demonstrate teaching effectiveness in an online delivery method.
- Applicant can demonstrate positive student impacts outside the classroom.
- Digital marketing or sales certifications

About

Southwest Minnesota State University is one of seven universities in the Minnesota State system. SMSU gives highest priority to excellence in teaching and preparing students to be lifelong learners through quality undergraduate teaching/advising and close student/faculty relationships. Its mission, dating back to 1967, provides access to university-level programs in liberal arts & professional studies. The University has a special commitment to the educational needs of the people in its service region reflected through its curricula, cultural programs, diversity of staff and students, cooperative relationships with the public and private sectors, and regional institutions. The 216-acre campus encompasses 24 modern, interconnected, and accessible buildings. Marshall (pop. 13,000) is the hub of a rich agricultural area and offers a variety of cultural, recreational and educational opportunities. The position is an opportunity to be part of a vibrant, dynamic and growing institution that is searching for exceptionally talented people.

Benefits Info

Our benefits aim to balance four key elements that make life and work meaningful: health and wellness, financial well-being, professional development, and work/life harmony. As an employee, your benefits may include:

- Public pension plan
- Training and professional development
- Paid vacation and sick leave
- Paid holidays
- Paid parental leave
- Low-cost medical and dental coverage
- Prescription drug coverage
- Vision coverage
- Wellness programs and resources
- Employer paid life insurance
- Short-term and long-term disability
- Health care spending and savings accounts
- Dependent care spending account
- Tax-deferred compensation

- Employee Assistance Program (EAP)
- Tuition reimbursement
- [Federal Public Service Student Loan Forgiveness Program](#)

Posting Number: SMSU2021257P

Number of Vacancies: 1

Re-posting: No

Desired Start Date: 08/19/2024

Open Until Filled: Yes

Accept Applications: Yes

Posting Contact: SMSU Human Resources Department

Equal Employment Opportunity Statement

Southwest Minnesota State University is a member of the Minnesota State system and is an equal opportunity educator and employer. SMSU is committed to equal employment opportunities for all applicants and to providing employees with a work environment free of discrimination and harassment. SMSU does not tolerate discrimination or harassment of any kind. Women, diverse populations and individuals with disabilities are encouraged to apply. Applicants must be able to lawfully accept employment in the United States. Requests for reasonable accommodation of a disability during the application and/or interview process should be made to the Affirmative Action Office, 507-537-6208. For TTY communications, contact Minnesota Relay Service at 1-800-627-3529. This vacancy notice is available in alternative format upon request.

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