

Assistant Professor of Marketing

[Texas A&M University - Central Texas](#)

Killeen, TX

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Type: Full-Time

Posted: 04/16/2024

Category: [Marketing and Sales](#)



TEXAS A&M
UNIVERSITY
CENTRAL TEXAS.

Job Title

Assistant Professor of Marketing

Agency

Texas A&M University - Central Texas

Department

College of Business Administration

Proposed Minimum Salary

\$8,208.34 monthly

Job Location

Killeen, Texas

Job Type

Faculty

Job Description

The College of Business Administration (COBA) at Texas A&M University - Central Texas welcomes highly qualified applicants to fill an immediate need for two Assistant Professor of Marketing positions starting in Fall 2024. These Assistant Professor positions would be tenure-track. Application reviews will begin immediately. We are looking for dynamic individuals who are proven and excellent instructors and who have the potential to conduct quality research.

About Texas A&M University - Central Texas

Established as an independent member of the Texas A&M University System in 2009, A&M-Central Texas is a friendly and dynamic regional teaching institution that prides itself on excellence in instruction, but also embraces a growing emphasis on research. A&M-Central Texas is truly unique in that it is an upper- and masters-level institution, offering only junior- and senior-level coursework needed to successfully complete baccalaureate degrees, and all coursework leading to the completion of master's degrees. As such, A&M-Central Texas maintains active partnerships with the major community colleges within the Austin and Central Texas region, as well with Fort Cavazos (formerly Fort Hood), a premier outpost of the U.S. Army and one of the largest military installations in the

world. Our diverse student demographic includes a significant proportion of first-generation college students, non-traditional learners, and military-affiliated personnel.

After many years of hard work, COBA recently achieved AACSB accreditation. We are eager to have dynamic and collegial new faculty members partner with us in our strategic efforts within the College. This is an exciting time of rapid change within the College that affords new faculty members many opportunities to make an immediate, significant, and lasting impact.

A&M-Central Texas is located on the southern edge of Killeen, TX, a city of approximately 150,000 located about halfway between Austin and Waco-about 60 miles either way. Our faculty members enjoy a wide variety of living options by virtue of the diversity in the area-from quiet and rural to bustling and cosmopolitan. It is an easy drive to great art, food, shopping, and night life as well as to hunting, fishing, hiking, and camping for those who prefer the outdoors. Central Texas is also a great place to start and raise a family, and features light traffic and a reasonable cost of living. The major metropolitan areas of Houston, Dallas-Fort Worth, and San Antonio are all within a 3-hour radius of Killeen.

Responsibilities

Candidates will be expected to provide excellent and current instruction in three to four courses per term at the undergraduate or graduate level, in a variety of course delivery formats (face-to-face, online, or hybrid). This primary teaching responsibility for this position will be in support of our undergraduate marketing major, which includes courses in principles of marketing, consumer behavior, digital and internet marketing, marketing research, and marketing strategy. Other instruction in our graduate marketing seminar may also be required. Other courses may be assigned as the needs of the department dictate.

Candidates are expected to show research competency and promise including publications, conference presentations, or active works in progress. Coming into this position, candidates may also be expected to help develop contacts with external stakeholders (community/regional firms, industry partners, program alumni). Other responsibilities may include active program recruiting for the BBA Marketing major (which may include participation in in-person or virtual recruiting events, student mentorship, and/or advising), working with other faculty on program assessment and continuous improvement, attending departmental, college, and university meetings/functions, and performing other related duties as assigned.

Minimum Qualifications:

- Have completed a PhD in marketing by the start date for this position
- Be eligible for the AACSB "scholarly academic" faculty classification
- Be able to provide quality instruction in the areas and modalities mentioned above

Preferred Qualifications:

- A PhD in Marketing from an AACSB-accredited institution
- Two or more years of full-time instruction that includes online and hybrid modalities (must be completed before start date)
- A proven track record of success in teaching/serving at-risk and non-traditional students
- Significant international and/or industry experience
- Expertise and/or academic credentials in at least one cognate area
- A documented record of excellent collegiate teaching across multiple modalities in at least 3 of the above-listed courses
- An established or emerging stream of scholarship in marketing and related disciplines, with evidence of potential for producing academic publications
- Experience with program development/quality, including assessment, curriculum, or recruiting
- Experience or research interests that support larger strategic initiatives of the College of Business

Administration (e.g., sustainability, cybersecurity, etc.)

Salary: \$98,500

Hours: Faculty hours; M-F; hours may vary by assignment

To Apply

Please apply directly on our [Texas A&M University-Central Texas Job Site](#). Please submit a cover letter, and curriculum vitae when applying for this position. It is optional to upload additional documents such as references, and transcripts; however, it is highly recommended.

All positions are security-sensitive. Applicants are subject to a criminal history investigation, and employment is contingent upon the institution's verification of credentials and/or other information required by the institution's procedures, including the completion of the criminal history check.

Equal Opportunity/Affirmative Action/Veterans/Disability Employer.

Males, age 18 through 25, must be properly registered with the Selective Service System to be eligible for hire. This position is designated as a security sensitive position and requires a satisfactory criminal history background check. Texas A&M University-Central Texas, an Equal Opportunity and Affirmative Action Employer and Educator, is committed to excellence through diversity.

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