

Type: Full-Time

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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

Commensurate

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 an Assistant Professor of Marketing position starting in Fall 2022. The Assistant Professor position would be tenure-track. The visiting position would be a fixed-term, nine-month position with possible renewal and optional limited summer teaching opportunities. Application reviews will begin in March 2022. We are looking for a dynamic individual who is an excellent instructor, a capable and active researcher, and who has experience with program development / growth.

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 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.

COBA is actively pursuing AACSB accreditation. Our initial self-evaluation report was accepted in April of 2019, our second progress report was submitted in February of 2021, and our official site visit is scheduled for October 2022. We are eager to have dynamic and collegial new faculty members partner with us in these and other 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

Assistant Professor of Marketing

[Texas A&M University - Central Texas](#) in Killeen, TX

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expected to participate in revising and updating the marketing program and developing new curriculum. Other responsibilities include active program recruiting for the BBA Marketing major (which may include 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:

To be eligible to apply for this position, candidates should:

- Have completed a PhD or DBA 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
- Have experience and familiarity with cutting-edge marketing skills such as marketing analytics, social media marketing, SEO, social network analytics, web analytics, etc.

Preferred Qualifications:

The ideal candidate for this position would also possess:

- A PhD or DBA in Marketing from an AACSB-accredited institution
- Industry experience in the field of marketing
- An established record of excellent collegiate teaching experience, including online
- An established or emerging stream of scholarship in the marketing discipline
- A proven track record of program development and successful student recruiting and student organization.
- A track record of incorporating experiential learning into the classroom, including forging and maintaining partnership with external stakeholders (local/regional firms, professional associations, industry guest speakers, etc.)

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 committed to diversity.

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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