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# Ranked-Renewable Term Professor (open rank) in Marketing and Supply Chain Management

University of Oklahoma Norman Campus: Michael F.  
Price College of Business: Division of Marketing and  
Supply Chain Management



<b>Location</b>	<b>Open Date</b>
Norman, OK	Mar 01, 2024

## Description

The Marketing & Supply Chain Management Division (MSCM) of the Price College of Business, University of Oklahoma, continues to be in an ambitious, multi-year period of growth and renewal. As part of this expansion, applications are invited for an open-rank, ranked-renewable term position that will serve as the Director of the division's newly introduced Online Master of Digital Marketing program upon its approval by the governing bodies of the University of Oklahoma. This position will start in August 2024.

This is a non-tenure track position with academic rank suitable for scholars ranging from new PhDs to advanced Assistant, Associate or full Professors. Duties will include overseeing and managing this program (including promoting, recruiting, and top-line revenue). Other duties are teaching to both undergraduate and graduate students. Continued research is expected, with results being published in high-quality journals and conference outlets.

Preference will be given to candidates with teaching and research interests in the areas of digital marketing, social media marketing, and marketing analytics. Additionally, candidates with relevant professional experience in the digital marketing field will be favored. Professional certifications (e.g., Google Analytics, R, Python, Hootsuite, Hub Spot, Google AdWords) are also highly valued and considered a significant asset.

Our faculty is an active and collegial group of collaboratively-minded scholars whose research has appeared in premier journals. We travel regularly to national and international conferences and serve as journal editors, associate editors, and on editorial boards.

Compensation will be competitive. Research support is generous.

**About OU's Price College of Business**

## Application Process

This institution is using Interfolio's Faculty Search to conduct this search. Applicants to this position receive a free Dossier account and can send all application materials, including confidential letters of recommendation, free of charge.

**Apply Now**  
[\(https://dossier.interfolio.com/\)](https://dossier.interfolio.com/)

The Price College of Business at OU continues to flourish in a period of growth and expansion. The Price College of Business is AACSB-accredited, with approximately 5,300 business majors, nearly 1,000 master's students, and 40 doctoral students. Several Price undergraduate and master's programs have been ranked among the nation's top programs.

### **About OU**

The University of Oklahoma (OU) is a Carnegie-R1 comprehensive public research university known for excellence in teaching, research, and community engagement, serving the educational, cultural, economic, and healthcare needs of the state, region, and nation from three campuses: Norman, Health Sciences Center in Oklahoma City and the Schusterman Center in Tulsa. OU enrolls over 30,000 students and has more than 2700 full-time faculty members in 21 colleges.

The mission of the University of Oklahoma is to provide the best possible educational experience for our students through excellence in teaching, research, and creative activity, as well as service to the state and society.

### **About Norman, OK**

The city of Norman, Oklahoma is a vibrant community of approximately 120,000 residents located outside Oklahoma City and less than three hours from Dallas/Ft. Worth. Norman is a perennial contender on "Best Places to Live" rankings with outstanding schools, nearby amenities, and is often ranked among the lowest in the nation in terms of cost of living. In addition to numerous boutiques, shopping, and restaurants located directly north of campus, Norman is nicknamed the 'City of Festivals' due to its numerous art, music, medieval, and other festivals held annually. The OU Campus is home to the Fred Jones Museum of Art, featuring a collection of impressionistic art valued at over \$100 million, including works of Degas, Monet, Cassatt, Van Gogh, Pissarro, Renoir, and others. The campus also houses the Sam Noble Oklahoma Museum of Natural History, which won the National Medal for Museum and Library Science in 2014.

For more information, please refer to these websites:

- Price College of Business (<http://www.ou.edu/price>)
- US Census - Norman, Oklahoma (<https://www.census.gov/quickfacts/fact/table/normancityoklahoma/PST045216>)
- Price College of Business Viewbook (<https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:38d52c0c-67bf-3f76-bb96-b310da4cf670>)

### **Qualifications**

#### **Required Qualifications**

- A doctoral degree in marketing, advertising, psychology, or a closely related field.
- Proven experience managing academic programs (or other relevant experience).
- Demonstrated excellence in teaching, supported by evidence.

- A publication record that meets AACSB classification for scholarly academic status.

### **Preferred Qualifications**

- Experience with administering online graduate programs.
- Proven track record in launching and growing academic programs (or other relevant experience).
- Experience in the digital marketing industry (including but not limited to marketing analytics, social media marketing, digital marketing, digital communications, search engine optimization, data visualization, and public relations). Candidates with experience in the following software tools will be given preference: SPSS, Tableau, R, and Python.

### **Application Instructions**

Qualified individuals may apply at [apply.interfolio.com](http://apply.interfolio.com) (<http://apply.interfolio.com/141055>). Application materials should include a cover letter, a current curriculum vita (resume), evidence of effective teaching, and the names and contact information of three references.

Questions regarding the Interfolio application process may be directed to either of the search committee Co-Chairs, Dr. Qiong Wang at ([qiongwang@ou.edu](mailto:qiongwang@ou.edu)) or Dr. Jeffrey Schmidt at ([jbs@ou.edu](mailto:jbs@ou.edu)). Screening of applications will begin March 15, 2024, but applications will continue to be accepted until the position is filled.

### **Equal Employment Opportunity Statement**

The University of Oklahoma, in compliance with all applicable federal and state laws and regulations, does not discriminate on the basis of race, color, national origin, sex, sexual orientation, genetic information, gender identity, gender expression, age, religion, disability, political beliefs, or status as a veteran in any of its policies, practices, or procedures. This includes, but is not limited to: admissions, employment, financial aid, housing, services in educational programs or activities, or health care services that the University operates or provides.

### **Diversity Statement**

The University of Oklahoma is committed to achieving a diverse, equitable and inclusive university community by recognizing each person's unique contributions, background, and perspectives. The University of Oklahoma strives to cultivate a sense of belonging and emotional support for all, recognizing that fostering an inclusive environment for all is vital in the pursuit of academic and inclusive excellence in all aspects of our institutional mission.

### **Mission of the University of Oklahoma**

The Mission of the University of Oklahoma is to provide the best possible educational experience for our students through excellence in teaching, research and creative activity, and service to the state and society.