

Georgia College & State University
Assistant Professor of Marketing

Description

Georgia College & State University J. Whitney Bunting College of Business is seeking two Assistant Professors interested in a career that balances quality research with an investment in superior teaching. The positions are for candidates with a strong interest in sales, sales management, or digital marketing. One or more of the following secondary teaching and research areas is preferred: marketing strategy, research, logistics, transportation or supply chain management. The department places high value on experiential learning through contacts and projects with local organizations.

This is a full time, faculty, tenure track position beginning in August, 2017.

Duties:

- 50% Teach a combination of course based on areas noted above, as well as required and elective courses in marketing at the undergraduate and graduate level
- 35% Publish quality peer reviewed research
- 15% Engage in supporting the mission of the College through service activities as appropriate

Required qualifications:

ABD in Marketing or related field from an AACSB accredited institution pursuing a doctorate with at least 18 graduate semester hours in Marketing. A completed DBA or Ph.D. is expected upon arrival.

Must meet SACSCOC accreditation requirements stated in C.S. 3.7.1 (www.sacscoc.org (faculty credentials))

Salary:

Competitive

Application process:

Please submit application and all supporting documentation to the following links:

<http://www.gcsujobs.com/postings/3417> – primary interest in sales / sales management
<http://www.gcsujobs.com/postings/3439> – primary interest is in digital marketing

Applicants are encouraged to apply for both positions if their research interest spans both categories.

About Georgia College & State University:

As Georgia's public liberal arts university, GC offers undergraduate programs of study to talented and motivated students in a residential college setting. Georgia College also provides, at multiple locations, graduate and professional studies that support the needs of the region and create pathways to individual success and personal fulfillment. Its academically engaging, student-centered programs often take learning beyond the traditional classroom and develop the intellectual, professional, and civic skills and dispositions that enable graduates to thrive in an information-intensive and diverse global society. Through its teaching, research, and service, Georgia College enriches the lives of students and their local and global communities.

The J. Whitney Bunting College of Business:

The mission of the J. Whitney Bunting College of Business is to develop business professionals who embrace intellectual inquiry through critical and analytical thinking, quantitative reasoning, and effective communication, while building upon the attributes of a liberal arts education.

The College of Business offers superior academic programs and exceptional opportunities for students to develop professionally. All of the school's undergraduate and graduate programs are accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Department of Marketing:

The Department of Marketing provides broad-based exposure to all major aspects of contemporary marketing thought in both the domestic and global arenas. The program stresses the managerial aspects of modern marketing within an ethical and societal framework. Attention is also given to the theoretical underpinnings of marketing concepts and institutions as they have evolved over time. Students are given an understanding of the full range of tools available to the modern marketing manager including survey research techniques and computer analysis. In addition, the department consists of faculty in logistics and transportation, which is viewed as a growth area for the college.

Milledgeville, Georgia

Milledgeville, the former capital of Georgia, is located southeast of Atlanta, and northeast of Macon Georgia. Two large lakes – Lake Sinclair and Lake Oconee – are minutes from downtown. Large city amenities are close (Atlanta is less than 2 hours away, and Macon less than an hour) with all of the advantages of a smaller rural atmosphere.