

# STETSON UNIVERSITY

## SCHOOL OF BUSINESS ADMINISTRATION

### **POSITION: Assistant Professor of Marketing**

Stetson University's School of Business Administration seeks applicants and nominations for a full-time, 9-month tenure-track faculty appointment in Fall 2024 at the rank of entry-level Assistant Professor or experienced Assistant Professor. The individual will be located at Stetson's DeLand, Florida, campus. Responsibilities may include teaching courses online, although the majority of the instruction is expected to be in-person at the DeLand campus.

The Stetson School of Business is an entrepreneurially minded School dedicated to delivering an innovative and comprehensive business curriculum and experience to our students. Applicants interested in developing distinctive courses and programs that leverage interdisciplinary collaborations and experiential learning within the School and across the institution are preferred.

### **QUALIFICATIONS:**

The University seeks candidates with excellent interpersonal and communication skills and the ability to work with multiple constituencies of diverse backgrounds.

Evidence of academic preparation and scholarship activity sufficient to be qualified as Scholarly Academic or Scholarly Practitioner under the AACSB guidelines is preferred.

For a tenure-track position, a PhD, DBA, or other doctoral degree in Marketing from an AACSB-accredited institution is required by August 14, 2024; relevant industry and consulting experience will be considered a plus. Research and teaching experience in the areas of Digital Marketing, Promotions, and general Marketing Strategy are strongly preferred, but other areas of Marketing will be considered.

Experienced Assistant Professor candidates are expected to have demonstrated excellent teaching performance and have an active research stream with a record of publishing in peer-reviewed academic Marketing journals. Entry-level Assistant Professor candidates are expected to demonstrate potential for effective teaching (preferably with teaching experience) and scholarly activity that leads to publication in peer-reviewed journals.

### **RESPONSIBILITIES:**

Stetson University tenure-track faculty typically teach three (3) unit courses each semester. Teaching responsibilities will depend on the candidate's disciplinary expertise and may include offerings for the University's requirements in General Education. Additional responsibilities include: undergraduate advising; student recruitment; engaging with university, school, and departmental committees and meetings; and building partnerships with both Florida-based and national practitioners and potential employers. The successful candidate will be teaching at the graduate level in the School's MBA program. Engagement in multidisciplinary collaborations with other faculty is anticipated.

All candidates should demonstrate a passion for the highest quality teaching and must maintain appropriate academic/professional qualifications consistent with AACSB and Stetson's School of Business Administration standards. For more information on our expectations in teaching and

scholarship, our tenure policies, and our support for faculty development, please see the Office of the Provost and Academic Affairs website: <http://www.stetson.edu/administration/provost/prospective-faculty/index.php>.

Stetson University is committed to providing a welcoming and inclusive environment to ethnically and racially diverse faculty candidates who are capable of fostering educational opportunities for underrepresented groups. Diversity is a fundamental value at Stetson University, and we value faculty who can diversify pedagogy to meet multiple interests or be a mentor for minority and majority students.

#### **THE DEPARTMENT:**

The **Department of Marketing** has a strategic focus, with an emphasis on experiential learning and client-based projects. A wide range of undergraduate Marketing courses are currently offered, including required courses in Marketing Management, Consumer Dynamics, Marketing Research, and Strategic Marketing. Undergraduate electives include Digital Marketing, Not-for-Profit Marketing, Supply Chains, Services Marketing, Global Marketing, and Sports Marketing. The department teaches Marketing Decision-Making in the School's MBA program.

#### **THE SCHOOL OF BUSINESS ADMINISTRATION:**

Stetson's School of Business Administration ([www.stetson.edu/business](http://www.stetson.edu/business)) is one of fewer than 190 elite business schools that has both business and accounting programs accredited by AACSB International. The DeLand campus hosts all undergraduate programs in the Lynn Business Center, a state-of-the-art classroom and computer lab facility. The DeLand campus is also home to all accounting graduate programs.

The School of Business Administration is well-known for its academically rigorous learning environment. In small classes and beyond, faculty mentors help students to achieve their academic and professional goals. All members of the University community share a commitment to social and ethical responsibility, leadership development, and lifelong learning. The School offers a bachelor of business administration, a master of accountancy, a master of business administration, and an executive master of business administration, as well as several distinctive programs including the Joseph C. Prince Program in Entrepreneurship, the Roland and Sarah George Investments Institute, the Family Enterprise program, the Centurion Sales Program, and the summer Study Abroad Program in Innsbruck, Austria. The School sponsors chapters of both Beta Alpha Psi and Beta Gamma Sigma.

#### **THE UNIVERSITY:**

Founded in 1883, Stetson University ([www.stetson.edu](http://www.stetson.edu)) is a private, selective university comprised of a rich array of liberal arts and professional academic programs. Collectively, Stetson's faculty works with nearly 4,000 students in undergraduate, graduate, and professional programs. The University's historic main campus, located in DeLand, enrolls more than 2,500 students in undergraduate programs in the College of Arts & Sciences, the School of Business Administration, and the School of

Music. Stetson University College of Law, Florida's first law school, moved from the main campus to Gulfport in 1954, and, with the addition of the Tampa Law Center, serves approximately 1,000 students working full-time or part-time toward J.D. or LL.M. degrees. Graduate programs offered at the main campus and at Stetson University Center in Celebration include Business, Accounting, Elementary Education – Education for Social Justice, Educational Leadership, Counseling, and Creative Writing. Florida's oldest private institution of higher learning, Stetson has regularly been ranked among the best regional universities in the Southeast and was the first private college in Florida to be granted a chapter of Phi Beta Kappa.

Stetson University provides an inspiring education that engages students with rigorous academic and creative study grounded in liberal learning and promotes civic values of personal and social responsibility. Working closely with faculty and with one another, students cultivate abilities to explore issues deeply, think critically, reason empirically, speak persuasively, and connect ideas creatively. Firmly committed to inclusive excellence, our vibrant community of teacher-scholars nurtures the potential of individual students to lead lives of significance and prepares each to meet the challenges of shaping the future—locally, nationally, and globally.

**THE COMMUNITY:**

DeLand is a picturesque residential community of 32,000 located 20 miles west of Daytona Beach and 35 miles northeast of Orlando. The area offers extensive cultural as well as recreational activities.

**SALARY:** Salary is competitive.

**STARTING DATE:** August 15, 2024 or as negotiated.

**APPLICATION:**

Applicants must send the following materials for consideration:

- Letter of application addressing teaching and scholarly achievements.
- Detailed Curriculum Vitae
- Three letters of reference, at least two of which include an evaluation of teaching ability.
- Copies of undergraduate and graduate transcripts.
- Copies of publications or other relevant documents.

Candidates are encouraged to highlight skills and experiences that demonstrate a commitment to diversity and inclusion.

Application materials may be submitted electronically to [marketingfacultysearch@stetson.edu](mailto:marketingfacultysearch@stetson.edu). While electronic submissions are preferred, alternatively application materials may be mailed to:

Dr. Carolyn Nicholson  
Chair, Marketing Department  
School of Business Administration  
Stetson University  
421 N. Woodland Blvd. Unit 8398  
DeLand, FL 32723

All correspondence will be held in strictest confidence. The Search Committee will begin reviewing applications immediately and zoom interviews will be scheduled during the first two weeks of August 2023. Finalists will be invited for campus interviews in the Fall 2023 term. The Search Committee will review applications until the position is filled.

*Stetson University is an Equal Opportunity Employer that affirms cultural diversity and inclusion as a core value of academic excellence at Stetson University. We are committed to achieving equal access in education, employment, and participation through the recruitment and retention of outstanding faculty, staff, and students from diverse backgrounds, and to meaningful academic and intellectual transformation in curriculum, research and service. We are dedicated to actions and policies that foster a community in which individuals with various identities, cultures, backgrounds, and viewpoints work together to create opportunities for engagement through rewarding and fulfilling careers and personal experiences in a culturally and racially diverse society and a globalized world. We strongly encourage members of historically under-represented and economically-disadvantaged groups and women to apply for employment. Stetson University is an EEO, ADA, ADEA, and GINA employer.*