

STETSON UNIVERSITY

SCHOOL OF BUSINESS ADMINISTRATION

POSITION: Visiting Assistant Professor of Marketing (2 positions)

Stetson University's School of Business Administration seeks applications and nominations for two full-time, 9-month visiting faculty appointments in the Marketing Department at the rank of Visiting Assistant Professor. The appointment period for each position is from August 2026 through May 2027. The individual will be located at Stetson's DeLand, Florida, campus.

The Stetson School of Business Administration 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.

The School of Business Administration recently received \$1 million funding to launch a new Business Fellows Program. This cohort-based initiative is designed to recruit and retain the most talented undergraduate students.

QUALIFICATIONS:

The University seeks a candidate capable of collaborating with current faculty to continue developing and nurturing the rapid growth of the marketing major. Candidates should be willing to be fully engaged participants in the continued development of this growing program in and out of the classroom and have excellent interpersonal and communication skills, as well as the ability to work with multiple constituencies with diverse backgrounds.

A doctoral degree or ABD in Marketing or a closely related field from an AACSB-accredited institution is preferred. Candidates with a master's degree and demonstrated relevant teaching experience will be considered. Prior industry and/or teaching experience is an asset.

Teaching experience in the areas of Social Marketing, Digital Marketing, Principles of Marketing and general Marketing Strategy is strongly preferred, but other areas of Marketing will be considered. Applicants may also be expected to teach online at the graduate level. Candidates are expected to have demonstrated excellent teaching performance in the field of marketing, and teaching focused on experiential learning is highly valued.

RESPONSIBILITIES:

The teaching responsibility includes four courses in both the fall and spring semesters, equivalent to eight courses per academic year. The successful candidate may have the opportunity to complete one of these courses as an approved student-centered immersive experience (equivalent to one course) for Hatter Ready, the University's experiential, contemporary, and integrative learning initiative. Teaching responsibilities may include undergraduate and graduate courses and will depend on the candidate's disciplinary expertise, and may include offerings to meet the University's General Education requirements. Interested faculty may also offer theme-based courses that meet the University's General Education requirements (e.g., First-Year or Junior Seminars) or international courses through Stetson's WORLD program and the Rinker Center for International Learning.

Additional responsibilities may include undergraduate advising; assistance with student recruitment; service to the university, college, and/or department; professional engagement; and building partnerships with both Florida-based and national practitioners and potential employers. All candidates should demonstrate a passion for the highest quality of teaching and maintain appropriate academic qualifications consistent with AACSB and School of Business Administration standards. For more information on our expectations in teaching and scholarship, information for prospective faculty, and our support for faculty development, please see the Office of the Provost and Academic Affairs website: www.stetson.edu/provost.

THE DEPARTMENT:

The Department of Marketing and Sales 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 department has an active marketing club with an active and exciting agenda of site visits, guest speakers, consulting projects, and national trips like NYC. The department has also housed immersive study-abroad experiences in Scotland, Austria, and France. As the seventh-largest major at the University, Marketing is on a strong growth trajectory that is expected to support longer-term hiring in the coming academic year.

The Sales major also offers a signature program in sales. The Centurion Sales Program meets this industry and economic need by providing advanced training in the field of professional sales to students and professionals, increasing the resources available to current sales professionals while simultaneously preparing the next generation. In an unprecedented achievement, the 2024 SoBA Sales teams won the national, international, and global bilingual sales competitions – all in the same year.

THE SCHOOL OF BUSINESS ADMINISTRATION:

Stetson's School of Business Administration (www.stetson.edu/business) is one of fewer than 200 elite business schools with dual accreditation of both the business school and accounting program by AACSB International. The School of Business Administration is well known for its academically rigorous learning environment and experiential learning opportunities. 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 DeLand campus hosts all undergraduate programs in the Lynn Business Center, a modern classroom and computer lab facility. Several distinctive programs include the Joseph C. Prince Program in Entrepreneurship, the Roland and Sarah George Investments Institute, the Centurion Sales Program, and the summer Study Abroad Program in Innsbruck, Austria.

The Master of Accountancy (MAcc) program is offered online and the Master of Business Administration (MBA) program is offered online and in person. Additional programs that combine a Stetson MBA with a Master of Healthcare Administration (MHA), a Juris Doctor (JD), or a concurrent Master of Science (MS) are made possible by partnerships with AdventHealth, Stetson University College of Law, and University of Florida Health, respectively.

THE UNIVERSITY:

Founded in 1883, Stetson University (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 3,800 students in undergraduate, graduate, and professional programs. The University's historic main campus, located in DeLand, enrolls approximately 2,400 students in undergraduate programs in the College of Arts and 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 1945, 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 based at the main campus in DeLand include Business, Accounting, Education, Counselor Education, and Creative Writing, with Educational Leadership cohorts also offered at the Gulfport campus. 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 38,000, 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 10, 2026

APPLICATION:

Applicants must supply the following materials for consideration:

- 1) A cover letter that describes the candidate's qualifications for the position as detailed in this announcement, including teaching interests,
- 2) A current Curriculum Vitae,
- 3) Evidence of teaching effectiveness, if applicable (e.g., sample of recent, system-generated teaching evaluations),
- 4) Evidence of scholarship, if applicable (e.g., recent publications or working papers), and
- 5) Names and contact information for three professional references, at least two of whom can provide an evaluation of teaching ability or potential.

In the cover letter, candidates are encouraged to highlight skills and experiences that demonstrate a

commitment to promoting inclusive academic environments and engaging across differences.

Application materials may be submitted electronically to marketingfacultysearch@stetson.edu with "Visiting Assistant Professor Application" in the subject line.

All correspondence will be held in strictest confidence. The Search Committee will begin reviewing applications immediately and continue to do so until the positions are filled. For fullest consideration, applicants are encouraged to submit materials by February 12, 2026. Finalists will be invited to campus during spring 2026.

Authorization Requirements:

Work authorization sponsorship may be available for this position. However, sponsorship is contingent upon the non-applicability of the visa petition fees outlined in the relevant Executive Order signed September 19, 2025. Due to the recent federally-mandated increased financial expense, the university is not in a position to absorb this significantly increased cost of sponsorship for new H-1B petitions at this time. International candidates are encouraged to apply but should be aware that eligibility for sponsorship will be evaluated in accordance with current U.S. immigration regulations and institutional policies.

Stetson University is an Equal Opportunity Employer that affirms inclusive environments and engaging across differences 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 a tapestry of 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 an increasingly diverse society and a globalized world. We encourage qualified candidates across all backgrounds and identities to apply for employment, including members of historically underrepresented groups. Stetson University is an EEO, ADA, ADEA, and GINA employer.
