

STETSON UNIVERSITY

SCHOOL OF BUSINESS ADMINISTRATION

POSITION: Assistant Professor of Marketing (Tenure-Track).

Stetson University's School of Business Administration invites applications for a full-time, tenure-track faculty appointment at the rank of Assistant Professor of Marketing (9-month appointment) in DeLand, FL. 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 a candidate who will contribute to teaching in the undergraduate marketing major and graduate marketing courses within the Master of Business Administration and collaborate with current faculty to continue developing and nurturing the rapid growth of the marketing major. A Ph.D. or other research doctorate in Marketing from an AACSB-accredited institution is required. An emphasis in digital marketing, marketing strategy or consumer behavior is preferred, but other areas of Marketing will be considered. Candidates with earned degrees will be given preference, but ABDs who will complete the degree by August 1, 2026 will be considered. Professional experience in the field of marketing with an emphasis in digital marketing is ideal. Entry-level Assistant Professor candidates are expected to demonstrate potential for effective teaching in digital marketing or social media marketing, consumer behavior and social marketing, preferably with teaching experience, and should demonstrate scholarly activity that leads to publication in peer reviewed, academic journals in one of those fields. Experienced Assistant Professor candidates are expected to have demonstrated excellent teaching performance in digital marketing, social media marketing, consumer behavior and have an active research stream with a record of publishing in peer-reviewed, academic journals in one of those fields. All candidates must also be able to contribute to teaching principles of marketing courses, and the ability to contribute to graduate marketing management courses is desired. Evidence of professional activity sufficient to be qualified as "Scholarly Academic," as defined by AACSB and Stetson's faculty qualification standards, is required.

Candidates should demonstrate a willingness 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. Experiential-based teaching is highly valued, and class sizes are typically less than 30 students.

RESPONSIBILITIES:

The annual teaching load includes five regular courses and one approved contribution (equivalent to one course) to Hatter Ready, the University's experiential, contemporary, and integrative learning initiative. Teaching responsibilities will include undergraduate and graduate courses and will depend on the candidate's disciplinary expertise, and may include offerings for the University's requirements in General Education. Interested faculty may also offer theme-based courses that meet the University's requirements in General Education (e.g., First-Year or Junior Seminars) or international courses through Stetson's WORLD program and the Rinker Center for International Learning. Additional responsibilities 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, 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>

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 trips to New York City and other locations. The department has also offered immersive study-abroad experiences in Scotland, Austria, and France.

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 business and accounting programs accredited 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 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 more than 3,800 students in undergraduate, graduate, and professional programs. The University's historic main campus, located in DeLand, 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, is in Gulfport 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 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 a half hour drive from multiple beaches—including Ormond, Daytona, and New Smyrna Beach—under an hour northeast of downtown Orlando, and just over an hour from Walt Disney World and Universal Studios. The area offers extensive cultural as well as recreational activities.

In addition to its proximity to Orlando International Airport (MCO), the University is also situated within a half-hour drive of Daytona Beach International Airport (DAB) and Orlando Sanford International Airport (SFB), providing easy access for faculty and visitors.

SALARY: Salary is competitive.

STARTING DATE: August 10, 2026

APPLICATION:

Applicants must send the following materials for consideration:

- Letter of application addressing teaching and scholarly achievements.
- Detailed curriculum vitae.
- The names and contact information of three professional references, at least two of whom can provide an evaluation of teaching ability.
- Evidence of teaching effectiveness.
- Copies of undergraduate and graduate transcripts.
- Copies of publications or other relevant documents.

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.

All correspondence will be held in strictest confidence. The Search Committee will begin reviewing applications immediately and continue to do so until the position is filled. For fullest consideration, applicants are encouraged to submit materials by October 31, 2025.

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.