



## **Assistant Professor - Marketing Alfred, NY;**

**Faculty – Mar 08, '17**

### **About Alfred State College:**

Nestled in a beautiful valley in the Southern Tier of New York, Alfred State has a long tradition of drawing the best faculty and staff from every field. This College of Technology offers outstanding opportunities in more than 70 majors, where project-based learning, sustainability, and civic engagement are cornerstones of the curricula. When students work on real-world problems, they learn how to think, not what to think, and they learn how to be involved in their community. That is why Alfred State graduates have a 99 percent employment and transfer rate.

Our faculty is dedicated to teaching and the academic success of our students. Alfred State seeks educators who are student-centered and engage in the life of the College. Our tenure process emphasizes teaching and university service with a more flexible approach to scholarship and professional growth.

### **Job Description:**

The Business Department seeks a full-time tenure-track position at the rank of Assistant or Associate Professor, based on marketing coursework and/or experience, beginning January, 2018. Primary responsibilities include teaching undergraduate marketing/management courses, advising students, and conducting course assessment. Involvement in college governance and committee work is expected, as well as institutional development. This is a teaching position. A typical teaching load for this position is 15 credit hours per semester.

### **Requirements:**

Ph.D. or DBA in Marketing.

Teaching experience in consumer behavior, marketing research, analytics, and other upper-level Marketing and Management classes is required, as well as excellent communication, computer, and organizational skills.

High priority will be given to candidates who have served as an academic leader or have had experience in program and course development and conducting program assessment.

The ideal candidate will have experience with academic advising undergraduate students in a marketing curriculum.

High value is placed on a team player who brings a variety of teaching interests. Strong preference is for candidates who demonstrate knowledge of innovative learning technologies and program delivery,

along with online teaching experience in a highly collaborative discussion-based, asynchronous classroom. Experience at a small, residential campus as a student or faculty member is desirable.

An understanding of the differences between a university and a small college, with the desire to work at a small, residential college is essential.

**Additional Information:**

Pursuant to University policy, Alfred State College is committed to ensuring equal employment, education opportunity, and equal access to services, programs, and activities without regard to an individual's race, color, national origin, sex, religion, age, disability, gender characteristics, marital status, veteran status, military status, domestic violence victim status, or ex-offender status. Employees, students, applicants or other members of the University community (including but not limited to vendors, visitors, and guests) may not be subjected to harassment that is prohibited by law or treated adversely based upon a protected characteristic.

All applicants are subject to a criminal, employment, and educational background check.

Applicants interested in positions may access the Annual Security and Fire Safety Report for the College at <http://www.alfredstate.edu/student-services/annual-security-and-fire-safety-report>. Crime statistics are reported in accordance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act. Applicants may request a hard copy of the report by contacting the SUNY Alfred State College University Police Department at 607-587-3999.

**Application Instructions:**

All applicants must upload a cover letter and resume.

**[Apply Online](#)**