

POSITION DESCRIPTION

PROPOSED TITLE: Assistant Professor of Marketing		
APPROVED TITLE:		
DEPARTMENT: Business Administration		
SUPERVISOR TITLE: Chair	DATE PREPARED:	
PROPOSED GRADE:	FLSA: X Exempt <input type="checkbox"/> Non-Exempt	EEO:
APPROVED GRADE:	Date Approved:	

POSITION SUMMARY:

Nine month faculty appointment to coordinate and teach marketing courses in the BS Fashion Merchandising degree program.

QUALIFICATIONS:

Education, Experience and Training

An earned doctorate in business with a marketing emphasis in either teaching or study. At least two years of teaching in the area of fashion or retail merchandising. [Note: ABD candidates will be considered if actively completing dissertation.]

-OR-

An earned MFA and MBA with either two years of related teaching in fashion or retail marketing or four years of related work experience.

Knowledge, Skills, Ability

- Industry knowledge of fashion and fashion merchandising or retail management
- Successful demonstrated working knowledge of or course development in the field
- Demonstrated teaching or training ability in the area of fashion merchandising
- Documented higher level technology skills related to design and merchandising
- Demonstrated capability to develop and maintain a professional network in support of internship opportunities and sites
- Knowledge of appropriate curriculum strategies and proficiency to develop major and course changes and additions as needed
- Ability to work effectively with peers in the department, in the other departments of BSOBL, in the School of Design, and in Career HQ for advising, mentoring, and placement of majors in Fashion Merchandising
- Working knowledge of active learning as a means to develop the major program and to more fully expand a student’s problem-solving and critical thinking skills
- Ability to read, listen, and communicate information and ideas through spoken and written language
- Ability to use various means of communication (e.g. telephone, computer, other electronic devices) to work with students, peers, and outside contacts

Physical Requirements

Ability to travel physically to internship site locations regionally.

ESSENTIAL FUNCTIONS:

- Provide coordinator oversight for the Fashion Merchandising program and for internships for Fashion Merchandising majors
- Provide course content and develop new courses specifically for the Fashion Merchandising major
- Teach undergraduate courses in marketing specifically in the content areas of Fashion Merchandising
- Advise students who are Fashion Merchandising majors
- Assume appropriate liaison roles regionally (NYC to DC) with related professionals, faculty peers, and fashion/retail franchises for the purpose of developing and sustaining the program as well as internship and job opportunities for majors in the program

OTHER FUNCTIONS:

- Participate in general curriculum development and other departmental activities associated with a full-time university teaching position
- Serve on faculty committees and participate in faculty governance
- Assist Enrollment Services and other university departments with prospective students to promote the Fashion Merchandising program
- Maintain appropriate number of office hours per week to advise and assist students in the major
- Keep current in the field of Fashion Merchandising by networking with colleagues and participating in relevant professional conferences and activities
- Provide professional service to the BSOBL and the university as requested
- Maintain a level of professional scholarly activities to keep current in the major field

SUPERVISORY RESPONSIBILITY:

None at this time.

AUTHORITY/ACCOUNTABILITY:

- Work independently on course development and delivery, internships, and student evaluation with periodic updates to the Chair of Business Administration
- Work with the Chair of Business Administration to recruit faculty for the program
- Work collegially with the Chair of Business Administration and the Chair of Visual Communication on curriculum design and planning

PROBLEM SOLVING:

- Use logic and higher level critical thinking skills to develop appropriate program and curriculum solutions.