



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Assistant/Associate Professor of Marketing
Department:	Department of Marketing, School of Business
Reports To:	Program Director and/or Chair, Department of Marketing

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):

Clark Atlanta University (CAU) is a culturally diverse, research-intensive, liberal arts institution that prepares and transforms the lives of students. CAU is located in the heart of Atlanta, which is the epicenter of the Civil Rights Movement and the modern center of emerging technologies and innovation. Ignited by its history, CAU is committed to delivering education that is accessible, relevant, and transformative. The Department of Marketing at Clark Atlanta University School of Business invites applications for an **Assistant/Associate Professor** position in Marketing, beginning **Fall 2027**. This is a full-time, tenure-track academic appointment.

Examples of Duties and Responsibilities:

- Teach undergraduate and graduate-level marketing courses in traditional, hybrid, and online modalities.
- Deliver instruction in core marketing areas, including but not limited to Principles of Marketing, Marketing Management, Consumer Behavior, Digital Marketing, Marketing Research, Marketing Analytics, Sales Management, and Strategic Marketing.
- Contribute to curriculum design and program development aligned with departmental and School of Business goals.
- Develop and revise course materials to ensure alignment with current industry trends, emerging technologies, and best practices in marketing education.
- Support student learning and engagement through academic advising, mentoring, and co-curricular activities.
- Participate in departmental, school, and university service activities, including committee assignments and special projects.
- Participate in curriculum development, assessment activities, and continuous improvement initiatives within the Department of Marketing.
- Maintain an active research agenda and publish in peer-reviewed academic journals sufficient to achieve and sustain AACSB Scholarly Academic (SA) status.
- Uphold the highest standards of professional conduct, academic integrity, and collegial collaboration.

Knowledge, Skills and Abilities:

- Demonstrated ability to teach core marketing courses such as Principles of Marketing, Marketing Management, Consumer Behavior, Marketing Strategy, Digital Marketing, or Marketing Research at both undergraduate (BA) and graduate (MBA) levels.
- Active engagement in scholarly research with a commitment to maintaining AACSB Scholarly Academic (SA) status.
- Familiarity with current marketing technologies, analytics platforms, and data-driven decision-making tools.
- Strong interpersonal, organizational, and communication skills conducive to working in a collegial academic environment.
- Experience in teaching in diverse and inclusive academic environments.

Minimum Hiring Standards:

Education	Ph.D. or DBA in Marketing or a closely related field from an accredited institution (ABDs will be considered with expected completion before or shortly after the appointment start date).
Years of Experience	Evidence of effective teaching at the college/university level, with a demonstrated or developing record of scholarly research and publication.
Years of Management/Supervisor Experience	Not applicable.

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