



CLARK ATLANTA UNIVERSITY Job Description

Position Title:	Visiting 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 institution committed to preparing and transforming the lives of students through innovative teaching, scholarly inquiry, and community engagement. Located in the heart of Atlanta, CAU is uniquely positioned within a thriving business ecosystem and serves a diverse student population.

The Department of Marketing in the School of Business invites applications for a full-time **Visiting Professor** of Marketing position beginning **Fall 2026**. This appointment is designed to support the department's growing enrollment and commitment to academic excellence. The successful candidate will demonstrate a strong commitment to teaching, student engagement, and professional development while contributing to departmental and university initiatives.

Examples of Duties and Responsibilities:

- Teach undergraduate and graduate-level marketing courses in traditional, hybrid, and online formats.
- 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.
- Develop and revise course materials to ensure alignment with current industry trends, emerging technologies, and best practices in marketing education.
- Advise and mentor undergraduate and graduate students regarding academic success, career opportunities, internships, and professional development.
- Support student recruitment, retention, and engagement efforts, including participation in university events, open houses, and student organizations.
- Collaborate with faculty, staff, alumni, and industry partners to enhance experiential learning opportunities for students.
- Participate in departmental, school, and university service activities, including committee assignments and special projects.
- Maintain regular office hours and provide timely feedback and support to students.

Knowledge, Skills and Abilities:

- Demonstrated ability to teach core marketing courses at both undergraduate and graduate levels.
- Expertise in one or more areas such as Digital Marketing, Marketing Analytics, Consumer Behavior, Integrated Marketing Communications, Social Media Marketing, Brand Management, or Marketing Strategy.
- Familiarity with current marketing technologies, analytics platforms, and data-driven decision-making tools.
- Strong oral, written, and interpersonal communication skills.
- Ability to work effectively with diverse student populations and contribute to an inclusive learning environment.
- Evidence of effective teaching and student engagement.
- Scholarly and/or professional activities sufficient to maintain AACSB faculty qualifications are preferred.

Preferred Qualifications

- Professional marketing experience in corporate, nonprofit, entrepreneurial, or consulting environments.
- Experience teaching in multiple instructional modalities.
- Experience using marketing analytics tools, digital marketing platforms, or emerging technologies in instruction.
- Record of scholarly activity, industry engagement, or professional certifications relevant to the marketing discipline.

Minimum Hiring Standards:

Education	Ph.D. or DBA in Marketing or a closely related field from an accredited institution. ABD candidates with an anticipated completion date prior to or shortly following the appointment start date may be considered.
Years of Experience	Evidence of successful college or university teaching and demonstrated effectiveness in the classroom.
Years of Management/Supervisor Experience	Not applicable.

Clark Atlanta University is an Equal Opportunity/Affirmative Action Employer