



Assistant Professor of Marketing

Kentucky Wesleyan College, a private, liberal arts college with a long-standing reputation for quality and academic excellence, is seeking a dynamic and engaging Assistant Professor of Marketing to join our IACBE accredited Business and Accounting programs. A commitment to both teaching and scholarship is essential. Primarily, the successful candidate will teach an array of Marketing courses in multiple formats (e.g., Principles of Marketing, Salesmanship, Consumer Behavior, Marketing Research, Marketing Management). Additionally, contingent upon qualifications, the successful candidate may also teach other business courses.

Additional responsibilities include a strong commitment to advising and mentoring students; promoting experiential learning; scholarly activity in collaboration with undergraduates; professional service; serving as a team member with faculty and staff; community engagement; and fostering a culture that aligns with the college's core mission and values. This full-time, tenure-track position will begin in August 2024. The teaching load is four courses (12 hours) per semester.

Minimum Qualifications

- A PhD or DBA in Business Administration with an emphasis in Marketing.
- Collegiate teaching experience.
- Experience with design, creation, and approval of graduate programs.
- A strong commitment to teaching, advising, mentoring, and working with both undergraduate and graduate students.
- A passion for providing an exceptional classroom experience for our students.
- A passion to serve Kentucky Wesleyan College in accordance with The Wesleyan Way.
- Effective communication skills.
- Ability and desire to work collaboratively with students, serve as a team member with faculty and staff, and to be of service to the college and to the external community.
- Evidence of scholarly activity and professional experience.

Employee Benefits

This full-time position has access to a full range of employee benefits, including health, dental, vision, and life insurance; retirement plans; and tuition benefits. Due to the college's not-for-profit status, employees of Kentucky Wesleyan may be able to receive loan forgiveness under the Public Service Loan Forgiveness Program of the US Department of Education.

Application Process

To apply, complete the online application at <https://kwc.edu/application-for-employment/>. As part of the online application, please attach a file that contains a letter of application, curriculum vitae, three current letters of recommendation with contact information, and an unofficial transcript of highest degree. The application deadline is July 8, 2024. Review of application materials will begin immediately.

An official transcript for the highest degree awarded will be required of the hired candidate, as will a background check. The College will not sponsor applicants for work visas.

Kentucky Wesleyan College is an equal opportunity employer and is committed to attracting qualified candidates from underrepresented groups.

Additional Information

About Kentucky Wesleyan College

Kentucky Wesleyan College is a private, four-year liberal arts institution located in the vibrant city of Owensboro. A United Methodist-related college founded in 1858, Wesleyan is known for excellence in academics and a superior residential experience. Kentucky Wesleyan College has been consistently ranked by U.S. News & World Report as one of the Best Regional Colleges in the South as well as one of the Top Performers in Social Mobility in the South. The Princeton Review has also recognized KWC as a “Best in the Southeast” college for several consecutive years.

Kentucky Wesleyan students can choose from 29 majors and 13 pre-professional curriculums. Classes have a 13-to-1 student-faculty ratio, and 88 percent of the faculty have a Ph.D. or terminal degree. The College is accredited by the Southern Association of Colleges and Schools Commission on Colleges.

The Kentucky Wesleyan Panthers compete in NCAA Division II and are charter members of the Great Midwest Athletic Conference comprising teams from Ohio, Michigan, Kentucky, and Tennessee. Athletic teams include baseball, basketball, football, golf, soccer, softball, tennis, volleyball, and wrestling.

The College employs approximately 200 faculty and staff who work together on a single campus. Kentucky Wesleyan provides a challenging and supportive academic experience for students as well as a positive and stimulating work environment for employees.

A hallmark of the Kentucky Wesleyan experience includes “The Wesleyan Way,” beliefs which guide the entire college community:

- We do everything with honor.
- We always support each other.
- We will compete with integrity.
- We love each other in Christ.

Kentucky Wesleyan College values the unique contributions of all members of our campus community. As part of our mission to prepare future leaders intellectually, spiritually, and physically, we strive to provide an atmosphere that encourages and challenges all members of the Kentucky Wesleyan College campus community to exhibit an understanding and appreciation of cultural and human differences. We are committed to being a community that reflects the diversity of our larger society. We expect all members of our institution to actively create and maintain an inclusive learning and living environment that embraces diversity in all forms, including race, ethnicity, gender, gender identity, socio-economic status, national origin, sexual orientation, disability, religion, and thought.

About Owensboro, KY

Kentucky Wesleyan College is located in the hospitable city of Owensboro, Kentucky, a vibrant, beautiful, and safe city nestled on the banks of the Ohio River. Owensboro is small enough to promote a hometown atmosphere yet large enough to support many amenities usually only available in much larger cities. Daviess County is home to 110,000 residents and is easily accessible from metropolitan locations such as Louisville, KY; Nashville, TN; and St. Louis, MO.

Owensboro's revitalized downtown area features a state-of-the-art convention center, several new hotels, and a range of entertainment options with unique restaurants and shops. Twenty-five parks, totaling 953 acres, encircle the city, which hosts over 20 annual festivals – attracting visitors from throughout the region.

Suggested Websites

Additional information about Kentucky Wesleyan College, the Panthers, and the Owensboro community may be found at:

- <https://www.kwc.edu/>
- <http://www.kwcpantthers.com/>
- <http://www.owensboro.org/>
- <https://edc.owensboro.com/>
- <https://visitowensboro.com/>