

**Department:** Marketing

**Effective Date of Appointment:** August 23, 2017  
(Subject to Budgetary Approval)

**Rank:** Assistant Professor

**Salary:** Dependent upon qualifications

**About the University:**

Serving more than 42,000 students each year, CSUN is one of the largest universities in the United States, and it has an impact to match its size. Money Magazine recently named CSUN one of the top ten best values in all of higher education, and the Social Mobility Index ranked CSUN fifth in the nation for elevating its students' economic and social well-being. CSUN ranks 10th in the country in awarding bachelor's degrees to underrepresented minority students, fifth nationally in awarding master's degrees to Hispanic students and enrolls the largest number of deaf and hard-of-hearing students of any U.S. state university. CSUN's 171 academic programs and engaged centers enjoy international recognition for excellence. CSUN currently partners with more than 100 institutions of higher education in 22 countries around the globe and attracts the largest international student population of any U.S. master's level institution. Situated on a 356-acre park-like setting in the heart of Los Angeles' San Fernando Valley, the campus features modern educational buildings and world-class LEED Gold-certified performing arts and recreational facilities recognized as among the best in the country. CSUN is designated as a Hispanic Serving Institution (HSI) and an Asian American, Native American, Pacific Islander Serving Institution (AANAPISI). We value the diversity of all of our students and the campus community. CSUN is a welcoming university that champions accessibility, academic excellence and student success.

**About the College:**

The David Nazarian College of Business and Economics is one of largest business schools in the nation and is accredited by AACSB, the highest standard in business and management education. We offer a variety of outstanding academic programs, including undergraduate programs in accountancy, business administration, economics, finance, information systems, management, and marketing. Many of our most capable undergraduate students enroll in our honors program as a recognition of their demonstrated academic success and as a program to encourage their continued academic growth. The College offers Master degrees in Accountancy, Business Administration, and Taxation. The MBA Program is recognized as one of the best part-time programs by US News & World Report. For more information visit the college website at [www.csun.edu/busecon](http://www.csun.edu/busecon).

**About the Department:**

The Marketing Department serves more than 1,200 marketing majors, representing about 18% of the students in the David Nazarian College. We hone students' skills with client-based projects, internships, and career opportunities by partnering with a broad range of organizations from local entrepreneurial and family-owned businesses to Fortune 500 companies in addition to the not-for-profit sector. The Marketing Department offers an innovative curriculum, which includes a B.S. in Marketing, two minors, coursework and a marketing concentration in the MBA program, a pre-MBA graduate certificate, and courses in an interdisciplinary master's degree in Music Industry Administration. The Department faculty value a collegial environment of collaboration, and our faculty engage in research encompassing a wide range of theoretical and methodological approaches. Some of the most recent publications by our faculty include top-tier and well-respected marketing journals such as *Marketing Science*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Public Policy and Marketing*, *Journal of Research in Interactive Marketing*, *Journal of Consumer Culture*, *Journal of Applied Psychology*, *Journal of Consumer Affairs*, and *Journal of Marketing Education*. For more information visit the department website at <http://www.csun.edu/marketing>.

**CSUN's Commitment to You:**

CSUN is strongly committed to achieving excellence through teaching, scholarship, active learning and diversity. Our values include a respect for all people, building alliances with the community and the encouragement of innovation, experimentation and creativity.

As an Equal Opportunity/Affirmative Action employer, CSUN strives to create a community in which a diverse population can work, teach and learn in an atmosphere of civility and respect for the rights of each individual. We consider qualified applicants for employment without regard to race, color, religion, national origin, gender, gender identity/expression,

sexual orientation, age, disability, genetic information, medical information, marital status, or veteran status. For more information about the University, check our website: <http://www.csun.edu>

**Qualifications:** A research doctoral degree in marketing or a closely related discipline from an AACSB-accredited institution is required by the time of appointment (August 22, 2017). Candidates must demonstrate capability for teaching excellence of undergraduate and MBA students in an environment that emphasizes applied and experiential learning. Candidates must possess strong quantitative and analytic skills, and through professional experience and/or coursework and study have a developed understanding of current marketing theory and practice, including technological and digital applications. We seek a candidate with interest, willingness, and talent to teach courses in Marketing Management and Market Research at the undergraduate and graduate levels, and to develop a portfolio of teaching expertise by tenure that includes specialized electives in marketing. Candidates must demonstrate research productivity commensurate with their experience, and a capacity to develop and sustain a research program that will result in peer-reviewed publications. The ability to communicate effectively and work cooperatively with colleagues in a diverse campus community is required. Candidates must also possess the ability to educate and mentor a diverse student population. Candidates must meet and maintain CSUN's requirements for classification as Scholarly Academic (SA) under the 2013 AACSB International standards of qualification.

**Responsibilities:** We seek applicants who want to be an active part of a collegial department. Marketing faculty are expected to produce quality research, deliver excellent teaching in undergraduate and graduate-level marketing courses using a variety of effective pedagogies, and engage in service activities for the department, college, university and community. With years of service, we expect our faculty to assume an active role in the planning and governance of the institution.

**Application Deadline:**

Screening of applications will begin October 24, 2016. Priority will be given to applicants who meet the screening deadline. However, the position will remain open until filled. Applicants should submit a letter of application, curriculum vitae, and three current letters of recommendation to the address below. In later phases of the search process, applicants may be requested to provide verification of terminal degrees, licenses and certificates. At time of appointment, the successful candidate, if not a U.S. citizen, must have authorization from the Bureau of Citizenship and Immigration Services to work in the United States.

**Inquiries and applications should be addressed to:**

Deborah Cours, Ph.D. (email to [csunmktsearch@csun.edu](mailto:csunmktsearch@csun.edu))  
Chair, Marketing Department Search and Screen Committee  
David Nazarian College of Business & Economics  
California State University, Northridge  
18111 Nordhoff Street  
Northridge, CA 91330-8380

**General Information:**

In compliance with the Annual Security Report & Fire Safety Report of Campus Security Policy and Campus Crime Statistics Act, California State University, Northridge has made crime-reporting statistics available on-line at <http://www.csun.edu/sites/default/files/clery-report.pdf>. Print copies are available in the library and by request from the Department of Police Services and the Office of Faculty Affairs.

The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

Applicants who wish to request accommodations for a disability may contact the Office of Equity and Diversity, (818) 677-2077.