

Mercyhurst College is seeking a tenure track full-time faculty member in the Walker School of Business to teach in the area of Integrated Marketing. The position will provide opportunities for applied research. The ideal candidate will have a Ph.D. in marketing or a related field. Master's level candidates with work experience in the field of marketing with a focus on an integrated approach will also be considered. The candidate must have expertise in the areas of marketing theory and principles, as well as public relations, strategic marketing communication, advertising and branding, management, modern marketing strategies and platforms including web-marketing strategies. Candidate must also have a command of online outreach utilizing social media tools as part of an integrated strategy. The candidate must have a strong understanding of the importance and application of graphic design in marketing and experience in the construction of integrated marketing plans. Additional qualifications include expertise in the areas of marketing research. Responsibilities include networking with current and potential community partners and the Mercyhurst Career Development Center to create experiential learning opportunities, such as internships for students; providing leadership and organization to the new Integrated Marketing program at Mercyhurst College; teaching required courses; advising students as assigned; and any other relevant tasks as assigned.

Please submit CV/resume to:

Mercyhurst College  
ATTN: Meredith Schultz  
501 East 38<sup>th</sup> St.  
Erie, PA 16546  
FAX: 814-824-2020

Or email to: [hrinfo@mercyhurst.edu](mailto:hrinfo@mercyhurst.edu)

Mercyhurst is an Equal Employment Opportunity employer that encourages members of diverse groups to apply.