

OKLAHOMA BAPTIST UNIVERSITY

POSITION DESCRIPTION

Assistant or Associate Professor of
Title: Marketing

Department: School of Business

OBU Mission Statement

OBU transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Expectations for all Employees

Oklahoma Baptist University achieves its mission through a shared commitment to the following expectations. All employees must embrace these expectations and model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University.*
- *Treat people with dignity and respect.*
- *Build relationships on honesty, integrity, and trust.*
- *Strive for excellence through teamwork, leadership, and a strong work ethic.*
- *Manage human and financial resources wisely and efficiently.*

Purpose: The Dickinson School of Business invites applications for a full-time professor who can teach marketing courses at both undergraduate and graduate levels. Primary teaching responsibilities include undergraduate courses in marketing analytics, digital marketing, small business marketing, selling & sales management, international marketing, and the possible creation of new marketing courses in the curriculum. The candidate may also be required to teach an MBA course in strategic marketing. Research responsibilities include publishing in peer-reviewed journals and presenting at peer-reviewed conferences in areas related to marketing. Faculty members are expected to be involved in professional and community activities for the purposes of scholarship, professional development, student advising, recruiting, & mentorship, and service.

Essential Functions:

- Teaching marketing courses at the undergraduate and graduate levels. Depending on qualifications, teaching other courses in the School of Business and University is possible.
- Student advising and mentoring.
- University committee service as assigned.
- School of Business duties as assigned.

Other Duties:

- Assisting with the assessment process and accreditation reporting for the marketing major.
- Working with Admissions to recruit students to the Business School and University.
- Networking within the community to help students connect with industry.

Required Qualifications:

- Ability to teach courses in marketing.

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- Strong communication skills.
- Willingness to advise and mentor students.
- Ability to serve as a representative to the professional community beyond OBU.
- Commitment to pursue scholarly activity.
- Willingness to teach some online courses.

Education:

- A terminal degree (D.B.A. or Ph.D.) in marketing preferred; minimum requirements include a Masters degree with eighteen (18) graduate hours in marketing. An additional 18 graduate hours in management or analytics is desirable.

Experience:

- **Preferred:** Successful teaching experience at the university level and industry experience.

Physical Requirements:

- Sufficient mobility and physical stamina to teach classes and to travel as needed.

Special Requirements:

- Must be a member of a local evangelical* Christian church.
*Evangelical is a broad term referring to segment within Christianity which maintains the authority of the Bible and the belief in salvation by faith in Jesus alone.
- Please apply using the link for “Faculty Applications” on the OBU website at:
<https://www.okbu.edu/hr/jobs.html>

OBU Benefits Summary:

OBU understands that our employees are our most valuable assets when fulfilling our mission. We strive to offer an extensive array of benefits and opportunities for employees to choose from. Full-time employees benefit from the generous OBU provision of premium contributions for nationwide family-friendly Health and Dental coverages along with free life insurance that includes accidental death and dismemberment equal to an employee’s base salary. OBU provides access to optional employee-paid ancillary benefits like vision, hospitalization, critical illness, accident, additional employee-paid family life insurance coverages, and education benefits at OBU and other institutions of higher education. There is generous paid time off that includes annual granted vacation time, accrued sick leave, six annual holidays, and week-long breaks for Thanksgiving and Christmas that include energy conservation days. For all employees working at least half-time, there is an employer matching opportunity for retirement investments in a 403(b)(9) plan administered by Guide Stone. There are numerous other perks and opportunities for OBU employees including FREE family membership to the OBU Recreation and Wellness Center or RAWC, Global outreach university mission trips, cafeteria discounts, and parking privileges to name a few. For more information about the current OBU employee benefits and opportunities, please contact the Human Resources staff at HR@okbu.edu.