

# OKLAHOMA BAPTIST UNIVERSITY

## POSITION DESCRIPTION

**Title:** Assistant or Associate Professor of  
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 are expected to embrace these expectations and to model them in their behavior.

- *Demonstrate commitment to the essentials of the Christian faith.*
- *Commit to the mission and vision of Oklahoma Baptist University*
- *Maintain active membership in a local evangelical Christian Church*
- *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 fulltime 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 asked 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
- Depending on qualifications and interest, some administrative responsibilities may be possible.

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**Qualifications:**

**Knowledge, Skills and Abilities:**

- Ability to teach courses in marketing
- 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

**Required:**

- A terminal degree (D.B.A. or Ph.D.) in marketing
- Minimum requirements include a Master's degree with eighteen (18) graduate hours in marketing.
- Be proficient in office technology, office software (including various Microsoft tools), marketing technology (e.g. social media tools, etc.) and classroom presentation software.
- Sufficient mobility and physical stamina to teach classes and to travel as needed

**Preferred:**

- Successful teaching experience at the university level and industry experience
- An additional 18 graduate hours in management or analytics is desirable.

**Special Requirements:**

- Commitment to the vision and mission of Oklahoma Baptist University and the Paul Dickinson School of Business
- Must be an active member of an evangelical\* church in one's community of residence, willing to teach in accordance with the Baptist Faith & Message 2000, and in agreement with the university's policy on human sexuality (provided by HR upon request).

\*Evangelical is a broad term referring to a 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>**