

## Assistant Teaching Professor- Marketing Syracuse University

Direct Link: <https://www.AcademicKeys.com/r?job=269386>

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Posted Dec. 12, 2025, set to expire Apr. 10, 2026

**Job Title** Assistant Teaching Professor- Marketing  
**Department** Marketing  
**Institution** Syracuse University  
Syracuse, New York

**Date Posted** Dec. 12, 2025

**Application Deadline** 01/15/2026

**Position Start Date** Available immediately

**Job Categories** Assistant Professor  
Lecturer/Instructor

**Academic Field(s)** Marketing

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**Job Description**

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**Assistant Teaching Professor- Marketing**

**Location:** Syracuse, NY

**Pay Range:** \$110,000 - \$130,000

**Pay Determination:**

Salary offers at Syracuse University will be based on education, experience, and relevant skills, as well as the academic or professional discipline of the position in the context of the home department, school, or college. Salary offers may also be influenced by prior relevant work or industry experience,

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where applicable. Faculty pay ranges are for 8.5 months salary unless otherwise specified.

**FLSA Status:** Exempt

**Hours:**

Determined by Department Chair

**Job Type:** Full Time

**Rank:** Assistant

**Campus:**

**Unionized Position Code:** Not Applicable

### **Job Description:**

The Whitman School of Management at Syracuse University invites applications for a full-time Assistant Teaching Professor position in the Marketing Department beginning Fall 2026. This is a non-tenure-track teaching position with a renewable three-year term.

The position's primary responsibility is teaching in the undergraduate, MBA, and MS in Marketing programs. The salary is competitive; the standard teaching load is 7 courses per academic year. This is a full-time teaching position on-campus in Syracuse and with the expectation to be available to support and mentor students and their learning, actively participate in departmental and school activities, and contribute to Whitman's emphasis on experiential, career-ready education. A passion for teaching and student success is essential.

The successful candidate will contribute to Whitman's goals for preparing students for leadership in modern marketing through teaching excellence in areas such as digital marketing, social media, digital retail, global marketing, and marketing analytics. This role offers unique opportunities to engage with the newly launched Center for the Creator Economy, connecting faculty to cutting-edge developments in marketing innovation, digital marketing, social media, content creation, influencer marketing and emerging business models.

### **Qualifications:**

- Minimum of a Masters degree in Marketing, Retail Management, Business Analytics, Business Administration, or closely related field
- Excellent knowledge of digital marketing, social media, e-commerce, and/or retail management
- Proficiency with marketing analytics tools and data-driven decision making

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### **Job Specific Qualifications:**

- Industry experience in digital marketing, social media, e-commerce, retail, or related fields
- Familiarity with the creator economy, influencer marketing, or social commerce
- Demonstrated teaching effectiveness or potential for teaching excellence at the university level
- Experience with experiential learning, case method teaching, or project-based courses
- Expertise in marketing analytics tools (such as but not limited to Google Analytics, Tableau, SQL, Python, R, or similar)
- Track record of curriculum innovation and course development
- Professional certifications in digital marketing or analytics
- Experience collaborating with industry partners or research centers
- Excellent communication skills and ability to engage student populations from many different walks of life
- Commitment to excellent pedagogy and student success

### **Responsibilities:**

- Teach a seven-course annual load across undergraduate and/or graduate courses (MBA and MS in Marketing) in marketing with emphasis on digital marketing, digital retail, social media marketing, e-commerce, and marketing analytics.
- Create experiential learning opportunities that connect students with real-world challenges in digital commerce and digital marketing, in partnership with Whitmans experiential learning center.
- Collaborate with others on the development of innovative courses and programming related to the creator economy, including influencer marketing, digital content strategy, social commerce, platform economics and analytic tools.
- Passionately engage in student mentoring, advising and support such as through independent studies and internships.
- Maintain active connections with industry through the Center for the Creator Economy and other partnerships.
- Foster an engaging learning environment that promotes critical thinking, innovation, and is welcoming to all.
- Participate in department, school, and university service activities such as committees and groups.

### **Physical Requirements:**

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Not Applicable

**Tools/Equipment:**Not Applicable

### **Application Instructions:**

For full consideration candidates must attach the following documents: cover letter with a brief section on teaching philosophy, curriculum vita, evidence of teaching experience and effectiveness, and a list of three references. Candidates may upload optional letters of recommendation.

### **About Syracuse University:**

Syracuse University is a private, international research university with distinctive academics, diversely unique offerings, and an undeniable spirit. Located in the geographic heart of New York State, with a global footprint, and over 150 years of history, Syracuse University offers a quintessential college experience.

The scope of Syracuse University is a testament to its strengths: a pioneering history dating back to 1870; a choice of more than 200 majors, 100 minors, and 200 advanced degree programs offered across the University's 13 schools and colleges; over 15,000 undergraduates and over 6,000 graduate students; more than a quarter of a million alumni in 160 countries; and a student population from all 50 U.S. states and 123 countries. For more information, please visit <http://www.syracuse.edu>.

### **About the Syracuse area:**

Syracuse is a medium-sized city situated in the geographic center of New York State approximately 250 miles northwest of New York City. The metro-area population totals approximately 500,000. The area offers a low cost of living and provides many social, cultural, and recreational options, including parks, museums, festivals, professional regional theater, and premier shopping venues. Syracuse and Central New York present a wide range of seasonal recreation and attractions ranging from water skiing and snow skiing, hiking in the Adirondacks, touring the historic sites, visiting wineries along the Finger Lakes, and biking on trails along the Erie Canal.

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**To apply, visit** <https://www.sujobopps.com/postings/111887>

Syracuse University is an equal-opportunity institution. The University prohibits discrimination and harassment based on race, color, creed, religion, sex, gender, national origin, citizenship, ethnicity, marital status, age, disability, sexual orientation, gender identity and gender expression, veteran status, or any other status protected by applicable law to the extent prohibited by law. This nondiscrimination policy covers admissions, employment, and access to and treatment in University programs, services, and activities.

Syracuse University has a long history of engaging veterans and the military-connected community through its educational programs, community outreach, and employment programs. After World War II, Syracuse University welcomed more than 10,000 returning veterans to our campus, and those veterans literally transformed Syracuse University into the national research institution it is today. The University's contemporary commitment to veterans builds on this historical legacy, and extends to both class-leading initiatives focused on making an SU degree accessible and affordable to the post-9/11 generation of veterans, and also programs designed to position Syracuse University as the employer of choice for military veterans, members of the Guard and Reserve, and military family members.

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**Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

**Contact**

Marketing

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