



# Bluefield State University

## Job Vacancy Announcement

### **Assistant or Associate Professor of Business Administration and Marketing**

(Full-time, Tenure-track Faculty Position - Anticipated to begin Fall 2026)

**POSITION TITLE:** Assistant or Associate Professor of Business Administration and Marketing

**JVA#:** 2026-24

**DEPARTMENT:** W. Paul Cole, Jr. College of Business

**POSITION SUMMARY:** The Business Department invites applications for a full-time, tenure-track, nine-month faculty position at the rank of Assistant or Associate Professor, depending on qualifications. We seek an individual with a strong academic background and a commitment to excellence in teaching and scholarship. We seek a candidate with a Doctor of Philosophy (Ph.D.) or Doctor of Business Administration (DBA) with a concentration in Marketing or a closely related field. The preferred candidate will have the ability to effectively use alternative teaching modalities (e.g., on-line, video livestreaming, Moodle etc.) in addition to teaching in a traditional classroom setting is required. This position will work as a team member on undergraduate and graduate program development. Appointment anticipated to begin Fall 2026.

**POSITION RESPONSIBILITIES:** All faculty positions include a minimum of 12 credit teaching load (may include web-based or interactive video instruction and/or teaching courses at off-campus locations), academic advising, and participation in school committees and College governance. The successful candidate will demonstrate evidence of the potential for excellence in teaching, and dedication to university and community service.

All faculty are expected to:

- Take a supportive interest in the academic progress of each of his/her students.
- Meet with his/her classes as scheduled. In case a faculty member is kept from his/her duties by illness or other legitimate reason, the faculty member must inform the respective Dean in advance, if possible, so that arrangements can be made for assignments or a substitute instructor.
- Maintain adequate office hours as assigned so that he/she may be available to the students for conferences to assist students toward achieving student success.
- Participate in the faculty-student advisory program.
- Keep abreast of his/her academic discipline through continuing study, and/or active participation of his/her professional organizations.
- Continuously strive to improve the effectiveness of his/her teaching.
- Keep accurate records of grades and other information required by the Deans, Registrar, Provost, President and any other administrator as may be appropriate.
- Attend all faculty meetings of the college and the respective school in which the faculty teaches.

- Attend commencement and convocations and to cooperate fully with the BSU Board of Governors, the President, the Provost and the Dean in promoting the interests of Bluefield State University and the respective College.

**MINIMUM REQUIRED QUALIFICATIONS:** Ph.D. or DBA with a concentration in Marketing with a minimum of three-years teaching experience, one-year teaching experience at the college or university level in combination with other teaching experience. The ability to translate current market trends such as digital marketing, data analytics, AI-enabled marketing, and customer experience into applied learning. Proficiency in active and experiential learning (case-based instruction, live projects, simulations). Proficiency in delivering instruction through multiple modalities—including online platforms, video livestreaming, and learning management systems (e.g., Moodle)—as well as in a traditional classroom setting.

**PREFERRED QUALIFICATIONS:** The ability to teach Marketing and additional business disciplines (e.g., Management, Strategy, Analytics, Entrepreneurship) at both undergraduate and graduate levels. Demonstrated success working across departments and with external partners to co-develop courses, stackable credentials, and/or joint initiatives. Evidence of engagement with industry (e.g., partnerships, consulting, advisory boards).

**COMPENSATION:** Salary and rank are commensurate with qualifications and experience. This position is contingent upon available funding.

**THE UNIVERSITY:** Bluefield State University, a historically Black Institution, is dedicated to preparing students for meaningful careers, informed citizenship, and active community service in an ever-changing global society. We provide affordable and accessible pathways to higher education through certificate, associate, bachelor's, and master's degree programs. **BSU welcomes all qualified candidates to apply.** For more information about the University, please visit [www.bluefieldstate.edu](http://www.bluefieldstate.edu).

**APPLICATION PROCEDURE:** Completed applications are to be submitted in electronic format only to [humanresources@bluefieldstate.edu](mailto:humanresources@bluefieldstate.edu) and must include:

1. Letter of interest specific to the position;
2. A completed BSU Employment Application (form available at <https://www.bluefieldstate.edu/resources/human-resources/jobs>)
3. Resume/CV;
4. Contact information for at least three professional references; and
5. Transcripts (unofficial transcripts are acceptable for the application process; official transcripts will be required of the selected candidate.

**NOTE:** Please, **do not** include photographs or any personal information (e.g. D.O.B, place of birth, etc.) on your application or supporting documents. **Bluefield State University does not provide H1B visa or employment sponsorship.**

**DATE POSTED:** March 18, 2026

**CLOSING DATE:** The position is open until filled. For full consideration, applications must be received by 4:00 p.m. EST, April 3, 2026. Applications will be accepted until the position is filled; however, applications received after the deadline may not receive full consideration.

*Bluefield State University is an HBCU, AA/EOE/ADA employer, committed to the principle that minorities, women, veterans, and individuals with disabilities are encouraged to apply. The University complies with all applicable federal and state laws designed to promote equal educational and employment opportunities.*

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