The Temerlin Advertising Institute (TAI) at SMU is seeking a tenure-track faculty member to start in fall 2019.

Come join a highly productive research faculty in building and delivering undergraduate, graduate and executive education programs. Based in Dallas, Texas, the Temerlin Advertising Institute inspires the creation of ideas to solve business problems. Operating with a growing $10 million endowment, the Institute is the hub for professional development in the 4th largest media market in the U.S.

The TAI faculty is seeking to understand a broad range of issues related to responsibility such as: agency accountability, positive messaging strategies, sustainability, cause-related marketing, ethical issues, regulation, societal education, metrics, and globalization, among others. We are seeking an energetic scholar who can contribute in a collaborative manner with our research active faculty in our one-of-a-kind Institute in Dallas, Texas. Expertise in media (traditional, interactive, social, etc.), consumer engagement, management, planning or social responsibility is highly desirable.

SMU offers generous benefits, summer teaching support, and provides for numerous professional development opportunities. The Institute serves approximately 150 undergraduate and 40 graduate students.

Dallas is the headquarters for major advertising agencies, national and global corporations and large U.S. media corporations. TAI enjoys an excellent relationship with these companies, affording students and faculty direct communication with industry contacts. Travel is easy from DFW to most parts of the country and many parts of the world.

SMU: SMU is an inclusive and intellectually vibrant community of teachers and scholars that values diverse research and creative agendas. SMU offers excellent benefits including full same-sex domestic partner benefits. More information about SMU is available at http://www.smu.edu. Our beautifully shaded campus of Georgian-Revival-inspired architecture is situated in Dallas, a culturally rich arts and global business center (see http://www.dallaschamber.org).

DUTIES: Teaching introductory, advanced, and graduate courses related to digital advertising. Assigned courses may include: Consumer Insight & Persuasion, Digital Media Strategy; Content Marketing, or Business Communications.

QUALIFICATIONS: Ph.D. in advertising, marketing, or related fields. ABD will be considered if there is significant promise of completion. Currency with the professional specialization and fluency in digital practice; Experience teaching advertising related courses; research and/or creative scholarship exhibited or disseminated in refereed journals is highly desirable.

SALARY: Commensurate with experience and qualifications.

STARTING DATE: August 2019 or sooner.

NOMINATIONS AND APPLICATIONS: The committee will begin its review of applications October 15, 2018. The committee will continue to accept applications until the position is filled. Applicants will be notified of employment decision after the position is filled. Hiring is contingent upon the satisfactory completion of a background check. Submit a letter of application, a current CV, and the names, addresses and phone numbers of three references using Interfolio at the following link: http://apply.interfolio.com/55455

Dr. Carrie La Ferle, Professor
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SMU will not discriminate in any program or activity on the basis of race, color, religion, national origin, sex, age, disability, genetic information, veteran status, sexual orientation, or gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding nondiscrimination policies and may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu.