

Position Details

Basic Information

Position Title

Open Rank, Ranked Renewable Term (RRT) Professor of Marketing

Location

Norman, OK

Open Date

Sep 17, 2025

Description

The Marketing & Supply Chain Management Division (MSCM) of the Price College of Business, University of Oklahoma, is strategically positioning itself at the forefront of AI-driven marketing education and research. As part of a targeted expansion to build one of the nation's leading marketing programs, we seek a dynamic marketing scholar to help shape the future of marketing pedagogy and research.

As part of this expansion, applications are invited for a full-time, open-rank, ranked-renewable term (RRT) faculty position in Marketing. Appointment rank will depend on experience and qualifications. This position will start in August 2026.

This is a non-tenure track position with academic rank suitable for scholars ranging from new PhDs to advanced Assistant, Associate or full Professors. Duties will include teaching to both undergraduate and graduate students in the MSCM Division. Faculty are expected to maintain Scholarly Academic (SA) status, with an emphasis on pedagogical or practice-based research.

Preference will be given to candidates with experience in teaching areas such as digital marketing, social media marketing, marketing analytics, professional selling, or marketing strategy. Familiarity with emerging technologies, including artificial intelligence (AI) applications in marketing, is considered an asset. Candidates with exposure to areas such as customer segmentation, predictive analytics, personalized marketing, or marketing automation using AI tools are encouraged to apply, though deep technical expertise is not required.

Relevant professional experience in digital marketing is highly valued. Professional certifications (e.g., Google Analytics, R, Python, Hootsuite, HubSpot, Google Ads) are considered beneficial.

RRT faculty typically teach four courses per semester to allow substantial time for research productivity and industry engagement. Course assignments align with faculty expertise and research interests, with opportunities to develop signature courses in emerging areas. RRT faculty are also expected to contribute meaningfully to departmental and college service activities.

Compensation will be competitive. Faculty also receives generous professional development funding.

About the Division of Marketing & Supply Chain Management

The MSCM Division houses undergraduate programs in Supply Chain Management, Marketing, and Healthcare Business, supports multiple graduate programs, and hosts the Center for the Business of Healthcare. Price College and OU are AACSB-accredited, R1 research institutions, with strong undergraduate, master's, and doctoral programs. Faculty members are world-renowned, engaged in thriving research programs, generate external research funding, hold leadership positions in leading journals and conferences, and are outstanding teachers. Many opportunities exist for professional growth and recognition as an MSCM faculty member and a member of OU's Michael F. Price College of Business.

About OU's Price College of Business

The Price College of Business at OU continues to flourish in a period of growth and expansion. The Price College of Business is AACSB-accredited, with approximately 7,000 business majors, nearly 1,000 master's students, and 50 doctoral students. Price College is also growing its online programs, executive education, and study abroad activities. Several Price undergraduate and master's programs have been ranked among the nation's top programs.

About OU

The University of Oklahoma (OU) is a Carnegie-R1 comprehensive public research university known for excellence in teaching, research, and community engagement, serving the educational, cultural, economic, and healthcare needs of the state, region, and nation from three campuses: Norman, Health Campus in Oklahoma City and the Schusterman Center in Tulsa. OU enrolls over 36,000 students and has more than 2700 full-time faculty members in 21 colleges.

About Norman, OK

The city of Norman, Oklahoma is a vibrant community of approximately 130,000 residents located outside Oklahoma City and less than three hours from Dallas/Ft. Worth. Norman is a perennial contender on "Best Places to Live" rankings with outstanding schools, nearby amenities, and is often ranked among the lowest in the nation in terms of cost of living. Norman's exceptional cost of living allows for a quality of life typically associated with much higher salaries, while proximity to major metropolitan areas provides access to corporate partnerships and professional networks.

In addition to numerous boutiques, shopping, and restaurants located directly north of campus, Norman is nicknamed the 'City of Festivals' due to its numerous art, music, medieval, and other festivals held annually. The OU Campus is home to the Fred Jones Museum of Art, featuring a collection of impressionistic art valued at over \$100 million, including works of Degas, Monet, Cassatt, Van Gogh, Pissarro, Renoir, and others. The campus also houses the Sam Noble Oklahoma Museum of Natural History, which won the National Medal for Museum and Library Science in 2014.

For more information, please see:

[Price College of Business](#)

Qualifications

Required Qualifications

Ph.D. in Marketing or a closely related discipline.

Preferred Qualifications

Demonstrated excellence in teaching undergraduate and/or graduate marketing courses, with a strong record of engaging students across various instructional formats, including in-person, online, and hybrid delivery.

Proven track record of scholarly or practice-based research in marketing, with publications in peer-reviewed academic journals or high-quality conference outlets.

Professional experience in digital marketing, with a focus on AI-enabled marketing practices and data-driven decision-making.

Experience developing innovative curricula and courses aligned with industry needs.

Demonstrated success in curriculum innovation, instructional design, or program development that enhances student learning and career readiness.

Expertise in contemporary marketing areas such as digital marketing, social media strategy, marketing analytics, marketing automation, natural language processing (NLP), and customer data platforms (CDPs).

Proficiency in data visualization and marketing-related software tools such as STATA, Tableau, R, Python, and similar platforms.

Ability to develop and deliver courses that prepare students for professional certifications (e.g., Google Analytics, Google Ads, HubSpot, Hootsuite).

Engagement with marketing technology tools such as ChatGPT, Jasper, Salesforce Einstein, Adobe Sensei, and other AI-driven platforms.

Active collaboration with the business community through consulting, applied research, industry partnerships, or executive education.

Salary is competitive and will depend upon qualifications.

Application Instructions

Qualified individuals may apply at apply.interfolio.com/173880. Application materials should include a cover letter, a current curriculum vita (resume), evidence of effective teaching, and the names and contact information of three references.

Questions regarding the Interfolio application process may be directed to either of the search committee Chair, Dr. Qiong Wang at (qiongwang@ou.edu). Screening of applications will begin immediately, but applications will continue to be accepted until the position is filled.

Specifically, applications should include:

1. **Cover Letter** – Clearly state your area of specialization (Marketing, Supply Chain Management, or Healthcare Business) and summarize your interest in the position.
2. **Curriculum Vitae (CV)** – Include education, professional experience, teaching history, publications, and other scholarly or professional activities.
3. **Evidence of Teaching Effectiveness** – Such as recent student evaluations, peer reviews, teaching awards, sample syllabi, or summaries of instructional innovations.
4. **Names and Contact Information for Three References** – Include email addresses and phone numbers. Letters of recommendation may be requested at a later stage.



Application Process

This institution is using Interfolio's Faculty Search to conduct this search. Applicants to this position receive a free Dossier account and can send all application materials, including confidential letters of recommendation, free of charge.

[Apply Now](#)

Equal Employment Opportunity Statement

The University, in compliance with all applicable federal and state laws and regulations, does not discriminate on the basis of race, color, national origin, sex, sexual orientation, marital status, genetic information, gender identity/expression (consistent with applicable law), age (40 or older), religion, disability, political beliefs, or status as a veteran in any of its policies, practices, or procedures. This includes but is not limited to admissions, employment, housing, financial aid, and educational services.

Why You Belong at the University of Oklahoma

The University of Oklahoma values our community's unique talents, perspectives, and experiences. At OU, we aspire to harness our innovation, creativity, and collaboration for the advancement of people everywhere. You Belong Here!

Mission of the University of Oklahoma

The Mission of the University of Oklahoma is to provide the best possible educational experience for our students through excellence in teaching, research and creative activity, and service to the state and society.