



**Open Rank Professor of Marketing
Alan E. Stith College of Business – West Point, GA**

Point University is seeking applicants for a faculty position in Marketing within the Alan E. Stith College of Business. The appointed rank—Assistant Professor, Associate Professor, or Professor—will be determined based on the candidate’s education and experience. Marketing is foundational to our business education and is an important component of the curricula of our major degree programs. The selected individual will primarily instruct and mentor students at our West Point, GA campus who choose to enroll in a traditional, residential experience, while also supporting our online student population as needed, including instruction in our online MBA program.

The position is housed in the Department of Marketing and Public Relations, which belongs to the Alan E. Stith College of Business. The college is one of the largest of Point University’s five colleges.

Point University

Point University is an independent liberal arts institution that educates our students within a Christian worldview. At Point, our mission is to educate students for “...Christ-centered service and leadership throughout the world.” Our students are equipped with tools for ongoing growth in their profession and their faith throughout their lives. Point University prepares graduates for intellectual, spiritual, and professional success in Georgia, the southeast, the United States, or abroad.

The faculty body of Point University is diverse and has members who have long-careers—the longest currently at 40+ years. Members of the faculty are extended financial support for professional development and are encouraged to engage with the local business community. Within the institution, faculty development is routinely offered, and faculty care is a growing focus. The faculty operates without tenure, but faculty promotion (to the ranks of associate and full professor) can be earned with demonstrated excellence in the areas of teaching, scholarship, and service. Opportunities for growth and leadership on campus abound.

Members of the faculty receive compensation that is competitive among similar institutions and the southeast. In addition to salary, healthcare plans are provided by the institution and a matching contribution to a 401k plan is provided. Members of the faculty and family members receive tuition discounts. Dependents are eligible for tuition exchange programs with other institutions via institutional memberships.

Students who choose Point University do so for a variety of reasons. For our residential students, reasons include a strong education and close-knit campus community, our faith-focus, geographic location in Georgia, and opportunities for athletics. Strong, well-delivered online programs with high success rates bring students who find us organically or through a variety of corporate partners. The institution finds itself in a period of enrollment growth over recent years and boasts a strong first-year retention rate and graduation rates that are on the rise!

All Point students find a community with excellent mentors. Many of these same students are athletes or work and learn to balance the rigors of multiple obligations. Point is a minority-serving institution, a Hispanic-serving institution, and we enroll a significant population of international students. As such, colleagues must be enthusiastic about engaging a diverse student body who come from a multitude of backgrounds and experiences, all within the context of the institutional mission.

Expectations

Candidates will have degrees in marketing or a closely related field. An earned doctorate is preferred but not required. Strong applicants who will complete a terminal degree within two years will be considered. Candidates should have a broad exposure to different areas of marketing and be able to teach a variety of marketing courses.

Industry experience is not required but is preferred. The College of Business employs an applied, experiential learning approach in many business courses, and the ability to connect course content to “real world” applications is essential. Professors in the College of Business are also encouraged to maintain proficiency in current business practice through continuous learning and/or part-time consulting, when these activities do not interfere with responsibilities at Point.

Applicants must be committed to education, professional growth, service, and scholarship in a distinctively Christian setting, including agreement with the University’s mission and goals, values, and faith statement. As an educator, a commitment to student-centered pedagogy is desired for residential and virtual students and growth in this skillset is fostered and encouraged. Flexibility in the role is a given, however as part of our traditional residential community, a willingness to contribute to the vibrance and culture of the campus with presence and participation is valued. The teaching load is an expected 24-hour load taught in some combination of traditional semesters for residential students or in eight-week sessions for our online students.

Scenic West Point, Georgia

Point University is in historic West Point, Georgia. With the university integrated into the city, West Point is a college town that maintains its small-town uniqueness. Just over an hour from the city of Atlanta, West Point has immediate interstate access to I-85 and grants comfortable travel to Hartsfield-Jackson International Airport, professional sports, arts, and all the amenities that a major metropolitan area offers. West Point is also close to other city centers, such as Auburn/Opelika, AL and Columbus, GA, which is the second largest city in Georgia.

Point University is in a region rich with opportunities for the outdoor enthusiast. Campus intersects with the Chattahoochee River and is close to West Point Lake. Point University is within an hour drive of multiple state parks in Georgia and Alabama. The University is also close to destination resorts like Callaway Gardens and a Great Wolf Lodge. Multiple beaches and the Appalachians are easy getaways.

Point is also adjacent to a growing business hub along Interstate 85. A Kia manufacturing plant is a few miles away, and a constellation of Kia suppliers dots the surrounding area. Nearby Newnan, GA hosts Amazon and Kellogg’s distribution centers, and the neighboring city of LaGrange, GA, will soon host the West Georgia Inland Port.

Please complete the online application.

In the position section, enter MKTWPT

1. Please complete the [online application](#).
2. Include a letter that describes interest in the position and the institution, discusses teaching and mentoring philosophy, and that speaks directly to the University mission.
3. Include a sample set of recent course evaluations, if possible.
4. Include an updated CV.

5. Please include three professional references with contact information.
6. Send copies of transcripts to Jobs@point.edu (unofficial will be accepted for application purposes with official required for hiring.)