

The Persis E. Rockwood School of Marketing at Florida State University invites applications for a tenure-track position at the assistant or advanced assistant professor level. The ideal candidate will conduct research, using any methodology and theoretical lens, that has implications for marketing strategy and/or consumer-based strategy. We seek individuals with an ability and willingness to teach undergraduate classes in sales and/or marketing strategy. The expected start date is August 2023.

The Rockwood School was founded in 2022 with a \$10 million gift in honor of Persis E. Rockwood, a longtime member of the Florida State University marketing faculty. Persis Rockwood was a trailblazer, becoming the first woman to earn a doctorate in marketing from Stanford University and the first woman to attain the status of Full Professor in the FSU College of Business. The Rockwood gift provides \$6 million in funding that specifically targets faculty, including funding for an eminent scholar chair, two emerging scholar professorships, and a generous discretionary fund.

The Rockwood School is home to a collegial, visible, and highly productive faculty group with expertise in marketing strategy, organizational frontline research, consumer-based strategy, and public policy. Tenure-track faculty are provided with favorable teaching loads, minimal internal service commitments, and generous research and travel support, with the clear expectation of publishing in top academic outlets. The Rockwood School is committed to efforts to build a better world through business and to making research contributions that improve societal well-being (e.g., RRBM, marketing for a better world, transformative consumer research).

Florida State University is a top-tier, research-intensive university that emphasizes excellence in both research and teaching. The University is located in Tallahassee – a vibrant community that offers exceptional and affordable living conditions, cultural activities, and an outstanding school system.

Applicants must have a doctorate in marketing or a closely related field from an accredited institution at the time of appointment. The Rockwood School values candidates from historically underrepresented groups and seeks talented faculty, students, and staff from diverse backgrounds.

Qualified candidates should submit a letter of application, current vitae, and two letters of reference to www.jobs.fsu.edu using position #52432. Questions or clarifications should be directed to:

Dr. Mike Brady, Director
The Rockwood School of Marketing
College of Business
Florida State University
P.O. Box 3061110
Tallahassee, Florida 32306-1110
+1 (850) 644-7853
mbrady@fsu.edu