

Università della Svizzera italiana Faculty of Communication Sciences

The Institute of Marketing and Communication Management in Faculty of Communication Sciences invites applications for a full time position as assistant/associate/full

Professor of Marketing

The Faculty of Communication Sciences is characterized by its emphasis on research and commitment to high teaching standards. It offers a young and dynamic context which is highly international and interdisciplinary, studying Communication from many complementary viewpoints, both as disciplines and as fields of application (for more information, visit the website: www.com.usi.ch).

Research and teaching carried out within the Institute today cover three fields: marketing, corporate communication, and communication management. The Institute is one of the largest in the faculty and committed to grow with a series of appointments. This post offers the opportunity and resources for an energetic candidate to take a key role in developing a research group around interest in market relationships and communication processes.

We look for candidates with commitment to research and solid methodological skills; who focus on marketing communication and takes processes and relations perspective. We expect the candidate to have a solid research and teaching record in the field of marketing communication (various issues) and to be ready to elaborate an original research agenda. We also look for a candidate committed to promote "good citizenship" in the Institute.

Job description and responsibilities

The successful candidate will be expected to:

- promote research also in association with research programmes founded by the Swiss Science Foundation and similar institutions
- teach courses and hold seminars on marketing topics at different levels (Bachelor, Master and doctoral) for an annual total of 168 teaching hours,
- co-ordinate assistants' activities and to act in an advisory capacity for PhD candidates,
- participate actively in the work of the Faculty Council and related *ad-hoc* bodies.

The ideal candidate will have:

- documented contribution to research on the topic (and adequate academic credentials such as PhD in related field);
- adequate experience of teaching academic courses on the subject at various levels;
- experience of designing, developing and coordinating educational programs in the field;
- demonstrated commitment to service to the institution and to the profession and international exposure appropriate to rank;

He/she is expected to take up residence in the Italian-speaking part of Switzerland and to be present at the university for no less than four days a week.

Since USI aims to increase the percentage of women in research and teaching, women academics are particularly encouraged to apply.

Residence and language

The Assistant professor should reside in Ticino (Italian-speaking part of Switzerland). The University's graduate programs are mainly taught in English, while Bachelor classes are taught in Italian. Fluency in Italian, while beneficial, is not required in the first year.

Required documentation

Applicants should submit:

- a letter of application addressed to the Dean of the Faculty
- a detailed CV/resume and list of publications, together with documentation of relevant academic qualifications, teaching and professional experience
- copies of a minimum of 3 and maximum of 10 publications of relevance for the position
- 3 references

It would be convenient to send copy of the application in digital form (concorsi_com@lu.unisi.ch).

Deadline

Application received by end of February 2012 will be given priority.

Please send your complete application file to the Faculty Dean:

Prof. Lorenzo Cantoni

Facoltà di scienze della comunicazione

Dean's office

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For further information, please contact the Director of the Institute of Marketing and Communication Management (IMCA):

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