

**Further Applicant Information for Job ref: 80068-048**  
**Assistant Professor of Marketing**

**Marketing Group**

Professors: Nick Lee, John Rudd, Qing Wang

Associate Professors: Scott Dacko, Yansong Hu

Principal Teaching Fellow: David Arnott, Laura Chamberlain, Nathan Subramanian.

John Rudd is the Head of Group, a responsibility held by senior members of the Group.

**Research**

Marketing academics at Warwick Business School have a long and proud tradition of generating research output of the very highest quality.

Our research is theoretically rigorous and relevant to all of our important stakeholders ranging from scholars, practitioners, public policy managers, executives and students.

The Marketing Group covers a diverse range of contemporary research topics and paradigms.

The marketing group has an active and growing doctoral programme, with students pursuing research in a wide range of areas.

From 2008, we have published over 70 peer-reviewed articles, with an average of over 7 articles per faculty member. Illustrative research themes include:

- Technology and Product Innovation
- Strategic Marketing
- Services Marketing
- Consumer Behaviour
- Consumer Misbehaviour
- Corporate Social Responsibility
- Internal Marketing and Employee Performance
- International Marketing
- Luxury Brand Marketing

**Teaching**

We teach across a number of Warwick Business School's programmes, at the Undergraduate and Postgraduate levels, including the Warwick MBA and WBS Executive Programmes. Modules taught by us include:

Undergraduate

- Introduction to Business Studies
- Marketing
- Buyer Behaviour

- Business Studies I and II
- Marketing Communications
- International Marketing
- Marketing Strategy
- Marketing Management
- Markets, Marketing and Strategy
- Service Marketing

#### MBA

- Marketing through Social Media
- Marketing
- Service Marketing - Strategy and Innovation
- International Marketing
- Strategic Marketing

#### MSc Business (Marketing)

- Global Branding
- Service Marketing
- Strategic Marketing
- Marketing

#### MSc Marketing and Strategy

- Issues in Marketing: Theory and Practice
- Research Methods for Marketing and Strategy
- The Diffusion of New Products and Technologies
- Advanced Marketing and Strategy
- Global Branding
- Service Marketing - Strategy and Innovation
- Advanced Marketing Management
- Marketing through Social Media

#### MSc Management

- Marketing
- Foundations of Corporate Performance

#### **Salary Information**

Grade FA7

Salary range £39,992 - £47,722 (In exceptional circumstances, it may be possible to offer a supplement to the salary range stated for this role of up to £25,000 on an annual basis. Any such supplement would be awarded on the basis of a demonstrable history of exceptional achievement and is entirely at the discretion of the University)

#### **The School**

For further information about Warwick Business School, please see our website at:

<http://www.wbs.ac.uk/>.

Warwick Business School is one of the largest and most respected business schools in the world; we're firmly in the top 1%. Our Dean, Professor Andy Lockett, has high ambitions for us to be:

- A world leader in business education, research and engagement, helping to create a better global society.

#### **Our Mission:**

- To produce and world-class, cutting edge research that shapes the way organisations operate and

businesses are led and managed

- To produce world-class, socially responsible, creative leaders and managers who think on a global scale, regardless of the size of their organisation
- To engage meaningfully with business and government to create a better society
- To provide a lifelong return on investment for students and alumni

### Producing World-Class Business Leaders

As the largest department of the University of Warwick we offer excellent facilities and a prestigious reputation. We are consistently top-rated for our teaching quality and were the first UK school to be endorsed by all 3 international business school accreditation schemes.

We attract students from all over the world, currently 64% from outside the UK, who trust us to teach them at undergraduate, masters, MBA, and PhD level, in both full-time and part-time education. We regularly consult and collaborate with industry to keep our programmes fresh, relevant, and accessible and have something to offer individuals at every stage of their career. We offer an extensive executive education programme and work with clients around the world to develop their in-house talent.

- The performance of our degree programmes excels as our course portfolio continues to refresh, expand, and diversify. We currently offer 31 courses to more than 7,000 students.
- Our undergraduate courses are top-ranked in the 2016 Guardian University Guide and we're number 1 for Accounting & Finance in both the 2016 editions of the Complete University Guide and the Times Good University Guide.
- Our masters courses provide highly specialised learning in areas of business that are increasingly important in the search for sustainable competitive advantage.
- More than 30 years of combined learning experience enable us to deliver the Warwick MBA to nearly 2,600 experienced managers each year, wherever they are in the world.

### Publishing Leading-Edge Research

We have achieved a global reputation for research excellence, offering a broad subject base and highly regarded faculty. The most recent UK government Research Excellence Framework (December 2014) rated more than 80% of our research as 'world leading' or 'internationally excellent', raking WBS as 5<sup>th</sup> in the UK for research output. Over half of our academics come from outside the UK and many have taught or worked overseas. They produce world leading research in most fields of management including:

- accounting, markets and organisations
- behavioural science
- business strategy
- consumer behaviour
- corporate governance
- customer service
- enterprise
- finance
- industrial relations
- innovation strategy
- knowledge management
- lean management
- marketing
- operational research

### Providing a Return on Investment

Learning by sharing experience and insight is key to the student experience at WBS. Our 30,000 alumni have cited the combination of a highly intelligent and internationally diverse cohort as being a major benefit of their learning experience as well as their future careers.

The fact that many graduates return for further study here later in their career demonstrates our effective blend of academic research with the practicalities of the workplace. Our graduates are highly sought after by business and can be found in senior positions in global bluechips around the world. Many also set up their own business with the entrepreneurial business skills they have learned with us.

For our sponsoring organisations, both public and private, who support their employees through our programmes, the benefits are clear: more motivated and higher skilled staff leads to increased productivity and a stronger business.

More information [www.wbs.ac.uk](http://www.wbs.ac.uk).