

Assistant or Associate Professor in Wine Marketing / Wine Tourism Marketing

Company:
Kedge Business School

Location:
France / Marseille

Discipline:
Wine Marketing / Wine Tourism Marketing

Employment Type:
Permanent Full-time

Posted:
2022-07-15

Contact Person:
If you wish to apply for this position, please specify that you saw it on AKADEUS.

Assistant or Associate Professor in Wine marketing / Wine tourism marketing

(Marseille Campus, France)

Marketing Department

Position to be filled on a permanent basis

The Department of Marketing at KEDGE Business School invites applications for full-time, professorial appointments in Wine marketing / Wine tourism marketing, to begin September 2022 (or January 2023).

KEDGE Business School is a vibrant business school with 4 campuses in France (Paris, Bordeaux, Marseille, and Toulon), 3 abroad with 2 in China (Shanghai and Suzhou), 1 in Africa (Dakar) and 3 associated campuses (Avignon, Bastia, Bayonne). The KEDGE Business School community includes 14,800 students (23% foreign students), 180 full-time faculty members (45% of which are international), 274 international academic partners and 70,000 alumni across the world. Ranked 31rd amongst European Business Schools, KEDGE Business School is AACSB, EQUIS and AMBA accredited and a member of the French Conférence des Grandes Écoles.

This Department teaches the fundamental skills needed for a career in marketing regardless of your chosen profession: marketing manager, brand management, advertising and promotion, market research or sales and distribution. The faculty has proven expertise in all fields related to the various marketing contexts and situations (sports marketing, sports events, wine and luxury goods marketing, services, etc...).

The faculty's research topics reflect this, offering a state-of-the-art knowledge and expertise needed to enhance the different programmes, from undergraduate level to doctorates as well as within the Executive Education. This translate into an academic recognition for the faculty and the creation of research chairs as well as the participation in international research programmes and projects, conferences and research seminars, scientific publications in academic reviews.

The successful candidate will work in close collaboration with the KEDGE Wine School. In particular, s/he will be in charge of managing one of its Master programs and will develop the activities of the Wine Tourism Institute alongside with the colleagues of the Food, Wine & Hospitality Center of Excellence.

Responsibilities

- Teaching and educational development (undergraduate, graduate and post graduate level);
- Publication in academic and/or professional journals;
- Research Projects with companies or international institutions;
- Participation in national and international calls for projects;
- Student supervision and coaching.

Profile and skills required

The candidate will:

- **Either** hold a Master degree, plus a significant professional experience in wine marketing or wine tourism (significant level of responsibility and duration of experience)
- **Or** hold a PhD or equivalent (or in progress), with a strong expertise in wine marketing or wine tourism.

Applications procedure

Interested candidates should apply electronically at virginie.maille@kedgebs.com and provide the following elements:

- a cover letter containing your motivation for the position
- an up-to-date curriculum vitae with a list of publications and most recent representative research papers
- a research statement (for PhD profiles)
- a teaching statement (including course details and course evaluations)
- two references who can be contacted.-

Contacts:

Virginie Maille

Senior Professor

Head of Marketing Department

Contact Person:

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