

TITLE: Assistant/Associate/Full Professor in Wine Marketing Strategy

DEPARTMENT: CAFES-Wine and Viticulture

POSITION DESCRIPTION: The Wine and Viticulture Department, California Polytechnic State University, San Luis Obispo is seeking a full-time, academic year, tenure track Assistant/Associate/Full professor to start September 12, 2019.

A Ph.D. in Marketing, Business, Agribusiness or a related business field is required. Candidates with a background in wine business strategy, wine distribution, wine marketing and sales are desired. Teaching responsibilities will be primarily in the areas of wine business strategy, wine marketing, wine marketing research, wine sales and sales force management, branded wine marketing and consumer behavior, agricultural business sales and marketing. It is expected that the successful individual will be directly involved in the wine and viticulture department and will assist in maintaining industry support and grant funding. Rank and salary are commensurate with qualifications and experience.

Responsibilities will include teaching introductory and advanced level wine business strategy, wine marketing and sales and supervision of undergraduate and graduate student research projects.

Duties may also include, but are not limited to student advising, teaching graduate level courses for Master of Professional Studies and/or certificate programs, and international programs. The successful candidate is expected to participate in scholarly activities (i.e., applied research, grant writing, publications, presentations), to publish in peer-reviewed journals as part of his/her professional development, acquire extramural funding in support of his/her research, and regularly participate in other scholarly activities. Service activities will include participation in department, college, and university committees and instructional related activities. Candidates who demonstrate a commitment to diversity, and who have international experience or the desire to cultivate international links, are of particular interest.

To apply, please visit [WWW.CALPOLYJOBS.ORG](http://WWW.CALPOLYJOBS.ORG), complete an on-line application and apply to requisition #105150. Attach electronically a cover letter; resume/curriculum vitae; copy of transcripts; and candidate's statement on teaching philosophy. Applicants must also submit a brief statement regarding diversity and inclusion. This statement should address the applicant's commitment to diversity and inclusion by describing expertise, experience and/or contributions to these types of efforts in a work, community, or educational setting. Provide three references who will be contacted for letters of recommendation. The references will only be contacted after prior notice is given to the candidate. Selected applicant will be required to submit sealed official transcripts of highest degree. Review of applications will begin March 7, 2019; applications received after that date may be considered.

At California Polytechnic State University, San Luis Obispo, we believe that cultivating an environment that embraces and promotes diversity is fundamental to the success of our students, our employees and our community. Bringing people together from different backgrounds, experiences and value systems fosters the innovative and creative thinking that exemplifies Cal Poly's values of free inquiry, cultural and intellectual diversity, mutual respect, civic engagement, and social and environmental responsibility. Cal Poly's commitment to diversity informs our efforts in recruitment, hiring and retention. California Polytechnic State University is an affirmative action/equal opportunity employer. EEO