



## **ASSISTANT PROFESSOR–ADVERTISING MEDIA PLANNING TENURE-TRACK OR TEMPORARY APPOINTMENT**

The Department of Communication seeks a dynamic and creative professor to join a highly productive team of interdisciplinary colleagues to develop a world-class program in integrated marketing communication. The ideal candidate will embrace a global perspective, cultural diversity, and an understanding of the new digital age of marketing and advertising. The ideal candidate will be one that reaches across academic disciplines and institutions to collaborate with colleagues in other departments, universities, and corporate entities. We seek a candidate who can teach and advise students in an integrated communications environment. Teaching responsibilities include primarily advertising media planning, but also writing, principles and campaigns courses. Preference will be given to candidates with the ability to teach additional communication courses such as communication theory and/or communication research methods. Experience in sports communication is a plus.

This position may be either a tenure track or temporary appointment. A joint appointment with a local advertising agency is also a possibility. Appointment and rank are based upon qualifications.

The Department is also searching for a second professor in creative advertising. Qualified candidates may apply for both positions with one cover letter that clearly states the dual application with descriptions of those attributes pertinent to each position.

Advertising is one of six concentrations in the Department of Communication along with journalism, public relations, electronic media, organizational communication and sports communication. The Department of Communication is housed in the Caterpillar Global Communications Center, a multi-million dollar, state-of-the-art facility with digital audio and video editing facilities, universal videoconferencing technology in every classroom, high-end multimedia equipped classrooms and labs, and Internet2 connectivity.

**Tenure-track appointment:** An appropriate terminal degree in advertising or related field is required for appointment at the rank of tenure-track assistant professor. Applicants demonstrating progress toward a terminal degree will be considered, but are only eligible for tenure-track status upon completion of the terminal degree.

**Temporary (non-tenure-track) appointment:** An appropriate Master's or Bachelor's degree with significant professional experience is required for appointment at the rank of temporary instructor. Appointment is for one year with the possibility of annual renewal. College-level teaching experience is a plus. Applicants for this position should indicate interest in a possible joint appointment with a local advertising agency.

Salary is commensurate with rank, experience and qualifications. The anticipated start date is August 2010.

Qualified candidates must submit a hard copy and electronic letter of application describing qualifications for and the specific interest in the position and in Bradley University; hard copy and electronic resume/curriculum vita and hard copies of three current letters of recommendation to:

Dr. Margaret Young, Chair  
Advertising Search Committee  
Department of Communication  
Bradley University  
Peoria, IL 61625  
[mly@bradley.edu](mailto:mly@bradley.edu)

Review of applications will begin immediately and continue until the position is filled.

Bradley University, highly rated by *U.S. News and World Report*, is an independent, comprehensive university enrolling 6,000 students, 5,000 in undergraduate programs. Founded in 1897, it is among the finest universities in the Midwest. Bradley combines the advantages of larger research universities with those of smaller liberal arts colleges.

The Department of Communication, one of the departments in the Slane College of Communications and Fine Arts, is the largest department in the university with more than 550 students. Concentrations in advertising, journalism, public relations, electronic media, and organizational communication are offered. The department is housed in the Caterpillar Global Communications Center, a multi-million dollar, state-of-the-art facility. The facility includes multimedia computer labs, a videoconference center, Internet2 connectivity, digital audio and video editing bays, and high-end multimedia equipped and videoconferencing enabled classrooms. Peoria is a metropolitan area of 350,000 people located midway between Chicago and St. Louis. A locally active arts community includes ballet, opera, symphony, and theater. The region supports two daily newspapers, several weeklies, six UHF television stations, more than two dozen radio stations and two cable companies. Peoria is home to several companies with international operations and major medical facilities.

Visit Bradley University online at: [www.bradley.edu](http://www.bradley.edu) or the Slane College of Communications and Fine Arts at: <http://gcc.bradley.edu/slane>

Bradley University is an Equal Opportunity/Affirmative Action Employer. The administration, faculty and staff are committed to attracting qualified candidates from underrepresented groups.

HUMAN RESOURCE DEPARTMENT

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