Professor in Marketing

HEADway People has been hired by the **School of Hospitality Business and Management (SHBM)** to seek for:

2 Professor in Marketing: General & Quantitative

1. **About SHBM, School of Hospitality Business and Management**

The Mohammed VI Polytechnic University (UM6P) is an institution focused on applied research and innovation, with a focus on Africa, and the ambition of becoming one of the world's leading universities in these fields. With hospitality being one of the fastest-growing industries, more than 10,000 new hotel management managers will be needed in Morocco by 2030.

UM6P aims to develop a top-of-the-range Hospitality and Hotel Management School to meet the needs of the African market.

Located in the commune of Benguerir, close to Marrakech, in the heart of its Green City, the School of Hospitality Business and Management (SHBM) offers a bachelor's degree in hospitality business and management.

SHBM is the only school in Morocco to be an associate member of the EHL network of certified schools ("Ecole Hôtelière de Lausanne" worldwide ranked number one in this field).

SHBM is a hospitality-oriented business school. The Bachelor in Hospitality Business & Management program prepares future managers for an international career in tourism, hospitality, events, marketing and other industries that place customer satisfaction at the heart of their business model.

2. **Position overview.**

Aiming for excellence, SHBM has been committed since its creation to developing a demanding quality assurance approach to provide academic programs based on the best standards and drawing credibility from research that is useful to the industry.

The successful candidate will be invited to join SHBM expending team and is expected to actively engage, collaborate, and contribute to further development of the Marketing education in the sector of tourism hospitality. Responsibilities for this position include capabilities to design and manage courses in the areas of Marketing.

The primary emphasis for the chosen candidate will be on instruction, involving the teaching of Marketing courses at the undergraduate levels. Courses will include marketing fundamentals, digital marketing, marketing analytics, hospitality marketing, marketing analysis and other relevant areas.

Furthermore, the candidate is expected to actively participate in the research advancement of the Business and Management Department of UM6P.Therefore, we seek individuals with robust teaching abilities and proficiency in English, given that all courses are conducted in this language.

Reporting directly to the Director of the School of Hospitality Business and Management, the professor's primary missions are:

- Deliver high-quality, engaging undergraduate courses in marketing fundamentals, digital marketing, marketing analytics, hospitality marketing, marketing analysis …
- Design and deliver high-quality marketing practical oriented courses, adapting to the needs of hospitality students based on the "learning by doing" philosophy.
- Build a safe space for students learning and exchange in respect of the Institution values.
- Employ innovative teaching methods to enhance student learning experiences, adapting to the needs of hospitality students: research project based, teamwork, case studies…
- Integrate current digital marketing concepts and analytical tools into the educational program.
- Develop and revise curriculum to reflect industry trends and academic advancements.
- Be a source of proposals and contributions for new area of development.
- Participate in the scientific production of the school and the University through the publication of articles and participation in research work.
- Engage in professional organizations and networks to stay abreast of industry developments.
- Collaborate with colleagues on departmental initiatives and university-wide projects.

- To contribute to the development and reputation of the Institution.
- To promote the development of research and its impact through their publications.
- Participate in the development of the SHBM.

Please note that the position is mainly teaching oriented even if a track record of publications is highly appreciated.

Candidate should master one or several of the following areas of expertise:

- Consumer Behavior.
- Marketing Strategy.
- Digital and AI powered Marketing.
- Strategic marketing.
- Pricing.
- Brand Management.
- Market Research.
- Advertising and Promotion.
- Marketing Ethics.
- Hospitality and tourism Marketing.

Responsibilities:

- Teaching and educational development.
- Development and update of syllabus.
- Perform administrative tasks related to the position (classroom council, contribute to curriculum development, participates in various committees: pedagogical, disciplinary ...)
- Be actively involved in the institution's quality, assurance, and accreditation processes.
- Publication in academic and professional journals.
- Research Projects with companies or international institutions.
- Participation in national and international calls for projects.
- Student supervision and coaching.

3. **Applicant profile.**

- Doctor or PhD in Marketing, or equivalent qualification.
- Assistant, Associate or Full Professor.
- Significant experience teaching Marketing.
- Fluent in English.
- Strong facilitation skills including student centricity, interactive approach, and active learning.
- Demonstrate the ability to inspire and motivate students.

- Passionate about teaching and student mentoring.
- Comfortable with new educational methods, including reversed pedagogy, use of digital technology to support the learning journey.
- Growth mindsets open to international and intercultural dimensions.
- Curious and critical thinker.
- Entrepreneurial spirit.

4. **Job details.**

- Full-time Professorial contract,
- Remuneration package (international standards, US, UK...) in line with successful candidate’s profile.

5. **Recruitment process.**

Important: please specify the position you are applying for as the subject of your email.

Please email your application form and details to: c.mollard@headway-advisory.com

Following interviews with HEADway recruitment consultants, shortlisted candidates will be invited to attend further interviews with members of the SHBM Board of Directors.

Ref	SHBMMarketENG
Date de dépôt	23-04-2024
Date de prise de poste	Dès que possible
Catégorie	Corps professoral
Statut	Recruté
Contrat	CDI
Localisation	Maroc



headway-people.com

33, rue d’Amsterdam 75008 Paris

+ 33 (0)171 182 266 / Fax + 33 (0)171 197 276

recrutement@headway-people.com