

# Professor in Marketing

Company:

**Headway People / EIGSI**

Location:

**Morocco / Benguerir**

Discipline:

Employment Type:

**Permanent Full-time**

Posted:

**27/05/2024**

Contact Person:

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

**HEADway People**, executive search firm specialized in higher education, research sectors, has been hired by the **School of Hospitality Business and Management (SHBM)** to seek for a:

## Professor in Marketing M/F

### 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 the 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 expanding 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, with an emphasis on digital marketing, marketing analytics, 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 most courses are conducted in this language. While knowledge of French is not mandatory, it is strongly encouraged.

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, with an emphasis on digital marketing, marketing analytics, and other relevant areas.
- Design and deliver high-quality marketing courses, adapting to the needs of hospitality students.
- Integrate current digital marketing concepts and analytical tools into the educational program.
- Develop and revise curriculum to reflect industry trends and academic advancements.
- Employ innovative teaching methods to enhance student learning experiences, adapting to the needs of hospitality students.
- Advise and mentor students on academic and career development.
- Encourage and facilitate student participation in practical projects related to marketing in the hospitality sector.
- Provide guidance on research projects and assist students in pursuing scholarly activities.
- 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.

### *Areas of Expertise:*

- Consumer Behavior.
- Marketing Strategy.
- Digital Marketing.
- Brand Management.
- Market Research.
- Advertising and Promotion.
- Marketing Ethics.
- Hospitality and tourism Marketing.

### *Responsibilities:*

- Teaching and educational development.
- 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.
- Associate or Full Professor.
- Significant experience teaching Marketing, ideally in the hospitality sector, although this is not an obligation.
- Fluent in English, French is a plus.
- Strong teaching skills, demonstrating the ability to inspire and motivate students.
- Interactive approach.
- Passionate about the hospitality business, the transformation, and developments in the sector.
- Comfortable with new educational methods, including the use of digital technology.
- Solid understanding of the functioning of academic and industry networks.
- Global mindset (open to international and intercultural dimensions).

### *Desirable personal qualities:*

- Entrepreneurial spirit.
- Results-oriented.
- Team spirit.
- Flexibility
- Ability to take initiatives.
- Highly developed interpersonal and written/oral communication skills.
- English and French

### **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](mailto: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.

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