

# Full-time Assistant or Associate Professor in Marketing

Company:

**ICN Business School Nancy, Paris, Berlin**

Location:

**France / Nancy, Paris**

Discipline:

Employment Type:

**Permanent Full-time**

Posted:

**18/11/2025**

Contact Person:

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

## **RECRUITMENT OF A FULL-TIME ASSISTANT OR ASSOCIATE PROFESSOR IN MARKETING (M/W/D) FRENCH OR ENGLISH SPEAKERS AT ICN BUSINESS SCHOOL, NANCY, PARIS, BERLIN**

Founded in 1905, EQUIS, AMBA & AACSB accredited, ICN Business School, a French Grande Ecole in Management, is one of the leading business schools in Europe. ICN has three campuses in Nancy and Paris, France, as well as Berlin, Germany. In Nancy, ICN is located on the ARTEM campus, a common campus shared between the ARTEM partner institutions, the National School of Art and Design and the National School of Engineering.

ICN Business School strives to be a reference in innovative, transdisciplinary and responsible business education in the heart of Europe. ICN prepares students and managers to meet the needs of today's and tomorrow's workplace. Innovation, creativity and the capacity to work beyond traditional disciplinary borders are fostered through the school's Art-Technology-Management teaching and learning philosophy, and ongoing commitment to CSR and sustainable development. The school is also partner of the CEREFIGE (European Centre for Research in Economics, Finance and Management) research laboratory at the University of Lorraine.

In line with its mission and vision, ICN Business School values openness, commitment and team spirit from faculty, staff and students. The school counts 3,000 students, a highly international faculty of more than 80 professors, more than 120 partner universities around the world and a vast corporate network. It offers a wide range of programs including a Bachelor and an MSc in

management, specialised master's degrees, an executive MBA, a PhD, as well as non-degree executive programmes.

The Marketing Department consists of 19 permanent members at the three locations Nancy, Paris and Berlin. The school offers an attractive remuneration and incentive package, in line with the position and the qualifications of the successful candidate. Financial bonuses for publications in selected journals are offered.

## **Requirements**

For French speaking candidates, you will have interest to teach in the following:

- Marketing stratégique, Stratégie de distribution, Communication commerciale, et Ventes.
- Négociation commerciale, Développement commerciale, Gestion du point de vente, Management des comptes clés, et Marketing B2B.
- Comportement du consommateur, Études de marché, Innovation, Marketing numérique, Marketing Analytics.

For English speaking candidates, you will have interest to teach in the following:

- Branding, International Marketing, Digital Marketing Analytics, Consumer Trends, CRM, E-commerce, and Innovation.
- Creative Industries, New products, Luxury products, Product Design, and Fashion marketing.

Candidates are also expected to demonstrate their willingness to innovate in the design of courses, teaching material and teaching methods, particularly digital materials. Fluency in both English and French are preferred.

To be appointable as Associate Professor, candidates must have a PhD and several years of work experience in higher education or research, a record of excellence in research with publications in internationally leading journals, and evidence of strong teaching quality. Ideally the research interest could revolve around: Sustainable innovation and consumption trends; Ethics in marketing, commercial practices, and Corporate Social Responsibility (CSR); Use of AI for marketing and Sales Automation.

The application should consist of:

- a curriculum vitae,
- a cover letter,
- a research plan, a teaching statement, teaching assessments (if available).

The complete application package should be submitted in English online via the following link: [FACULTY JOB \(icn-artem.com\)](https://icn-artem.com/faculty-job).

Questions can be addressed to the Head of Department [erik.vazquez@icn-artem.com](mailto:erik.vazquez@icn-artem.com)

For more information, please visit the following website : [www.icn-artem.com](http://www.icn-artem.com)

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