# Lecturer in Marketing

Company:
**Wenzhou-Kean University**

Location:
**China / Wenzhou**

Discipline:

Employment Type:
**Permanent Full-time**

Posted:
**08/01/2026**

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

## 2026 Marketing Lecturer

### Wenzhou-Kean University

Wenzhou-Kean University (WKU), located in Wenzhou, China, one of three Sino-American universities along with NYU Shanghai and Duke Kunshan University, is approved by the Ministry of Education of China. Launched in 2012, WKU offers a unique model of higher education in partnership with Kean University, a comprehensive, public university in the state of New Jersey that is accredited by the Middle States Commission on Higher Education. The College of Business and Public Management is an AACSB-accredited business school. Wenzhou is one of the most vibrant and economically advanced developed cities on China's East Coast, located one hour by plane and three hours by high-speed train from Shanghai.

WKU sits on approximately 500 beautiful acres and currently enrolls about 5,200 students, and it is now in the midst of a rapid growth that will bring enrollment to 8,500 students within the next five years. All instruction is in English and all curriculum is provided by Kean University.

In addition to its current 18 undergraduate programs, WKU has been approved by the Ministry of Education for offering 8 Master's and 3 doctorate programs. WKU highly values research-powered teaching and learning, and the average number of faculty publications and the Field-weighted Citation Impact are among the best of leading Chinese academic institutions.

**Position Information:**

We invite applicants for a full-time, non-tenure-track Lecturer position in Marketing to begin in **Fall 2026** (August 16, 2026). We are seeking qualified candidates in the marketing field, with a preference for candidates who teach in relevant marketing courses.

A Lecturer is a full-time, 10-month employee who teaches 30 credits per year and provides student and learning support services during the assigned period. Lecturers will be expected to provide high-quality teaching and student advisement, engage the university and/or professional community related service, and perform other related work as required.

Applicants must have earned a doctorate degree in Marketing from an accredited university (AACSB/EQUIS preferred), or have completed the degree by the position start date. Industry experience and/or credentials are highly valued. The successful candidate will be able to teach Marketing-related courses at the undergraduate and graduate level, as well as participate in the full range of faculty responsibilities, including advising and service to the University. Fluency in written and spoken English is required. The candidate must demonstrate the ability to teach undergraduate and postgraduate-level accounting courses in English.

**Business faculty positions at WKU offer:**

A well-rounded healthcare coverage, financial assistance for academic travel, housing options, and a subsidy up to $3,000, home traveling up to $6,000 (2 international round-trip airfares), a reimbursement to cover relocation expenses up to $1,000, and a shuttle bus to campus for work. WKU offers a tuition waiver of up to 50% for spouses and dependent children of faculty members for undergraduate programs. Three-year initial contract. A collegial environment. The opportunity to teach high-quality students. About 60% of graduates who pursued graduate study have been admitted to graduate schools at the World’s Top 50 Universities, and more than 80% of graduates who pursued graduate study at the World’s Top 100 Universities.

**Qualifications**

Earned a doctorate degree in Marketing or anticipated completion before the contract start date

Proven teaching experience

Fluency in written and spoken English

**Application Instructions**

Applicants are **REQUIRED to apply online**. To receive full consideration from the search committee, candidates must submit the following documents via Interfolio (https://apply.interfolio.com/177339).

- Cover letter
- CV
- Teaching Statement with evidence of teaching effectiveness
- Unofficial transcripts
- Contact information for three references, including references/names of potential referees from a current or recent direct supervisor.
- Optional writing sample

We will begin reviewing applications immediately and will continue to do so on a rolling basis until the positions are filled. Please note that your immediate supervisor may be contacted for the purpose of conducting a reference check. Official transcripts for terminal degrees and three current letters of recommendation are required before appointment.

**Background Screening:**

Wenzhou-Kean University conducts background screenings on all job candidates upon acceptance of a contingent offer and may use a third-party administrator to conduct background screenings.

Wenzhou-Kean University is an Equal Opportunity Employer

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