

Professorship (W2) International Marketing

Company:

Hochschule Pforzheim

Location:

Germany / Pforzheim

Discipline:

International Marketing

Employment Type:

Permanent Full-time

Posted:

04/05/2026

Contact Person:

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

Professorship (m/f/d) (W2) International Marketing

Unlock your potential - join our team!

The Business School at Pforzheim University seeks to appoint a **full-time Professorship (W2) in International Marketing**, beginning in the **winter semester 2026/2027 or at a later date**, within the framework of a permanent employment contract. We invite you to apply by **June 4, 2026**.

Your role and impact

- Teach courses in the areas of Digital Marketing, Performance Marketing, and AI in Marketing, drawing on your in-depth expertise in Digital Marketing and AI.
- Inspire and educate students in Marketing in our Bachelor's degree programs in Business/International Marketing, Business/Marketing and Business/Marketing Communication and Digital Marketing.
- Conduct your teaching responsibilities either completely in English or in a mixture of both languages English and German.
- Make an impact through research by actively participating in applied research and publishing specialist articles.
- Take an active role in shaping the university's future by being involved in the academic self-administration of the university.

What we are looking for

- You have successfully completed your studies and a doctorate in business administration or related fields.
- You have at least 5 years of relevant professional experience, ideally in an international business environment and with a special focus on digital marketing.
- You show a high level of motivation and commitment to teaching and ideally have already been able to apply your didactic skills in academic teaching.
- You have a willingness to conduct research, which is reflected in application- or teaching-oriented publications.
- You are fluent in both spoken and written English, and are willing to teach courses in English. If you do not yet speak German, a readiness to learn the language for everyday communication is important to support your integration into both the university and the local community.

The formal requirements for applicants are a university degree and a Ph.D. or a comparable scientific qualification.

A minimum of five years of postgraduate experience is required, of which a minimum of three years must have been gained outside the university. Further details (cf. § 47 Landeshochschulgesetz Baden-Württemberg) can be found in an information sheet which can be downloaded from the university's homepage.

Apply now! <https://stellen.hs-pforzheim.de/cfbtg>

Be part of our team!

Reference number: 261032

Leadership by changing perspectives

Pforzheim University ([Hochschule Pforzheim - Profile](#))

If you have any questions, please contact

+497231 28 6912

personalabteilung@hs-pforzheim.de

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