

PSGR Krishnammal College for Women

(An Autonomous Institution – Affiliated to Bharathiar University)

Faculty Recruitment – MBA (Digital Marketing Specialisation)

The School of Business at **GRG School of Management Studies** is seeking a highly qualified and experienced Assistant Professor/Associate Professor of Marketing for the 2025-2026 academic year. We are looking for a dedicated professional with a strong commitment to teaching, research, and institutional service. Immediate joiners are preferred.

Position: Assistant Professor/Associate Professor of Digital Marketing (MBA Department)

Job Location: PSGR Krishnammal College for Women, Coimbatore.

Responsibilities:

- Deliver a wide range of marketing courses at the postgraduate level, including but not limited to, marketing management, consumer behavior, market research, and digital marketing.
- Engage in high-quality research and publish papers in reputable national and international journals.
- Secure research grants, participate in seminars, conferences, and workshops.
- Guide and supervise undergraduate and postgraduate student projects.
- Collaborate with industry for live projects, guest lectures, and placement opportunities.
- Participate in academic and administrative activities, including curriculum development, student advising, and committee work.

Qualifications:

- **Education:** A Ph.D. in Marketing or a related field is mandatory.
- **Experience:** A minimum of 1 to 7 years of relevant experience is required. Candidates should have sufficient experience in teaching, industry, and research at reputed institutions.

Candidate Profile & Skills:

- Strong practical and theoretical expertise in the core areas of Digital Marketing.
- Proficiency in industry-relevant tools (e.g., Google Analytics, Ads, Keyword Planner, SEMrush, Canva, Hootsuite).
- Industry experience in managing digital campaigns is a significant advantage.
- Research papers published in International/National Journals on relevant topics.
- Applicants with professional certifications (e.g., Google Analytics, Facebook Blueprint,

- HubSpot) and a record of patents, consultancy, or applied research will be given preferred
- Immediate joiners are preferred.
- Candidates who can join for the next semester, scheduled to commence in the second week of November, are also encouraged to apply.

Subjects to be Handled:

- Search Engine Optimization (SEO) & Search Engine Marketing (SEM)
- Social Media Marketing & Analytics
- Content Marketing & Strategy
- Web Analytics and Data-Driven Marketing (e.g., Google Analytics)
- E-Commerce & Digital Business Models
- Email & Mobile Marketing
- Online Reputation Management (ORM)
- Digital Marketing Strategy & Campaign Management
- Pay-Per-Click (PPC) Advertising

Compensation & Benefits:

- **Pay Scale:** As per institutional norms.
- **Job Type:** Full-time, Permanent.
- **Work Location:** In person

Application Process:

Interested candidates should submit the following materials to **hrd@grgeducation.com** with the subject line "Marketing Assistant Professor Application."

1. Cover letter outlining your qualifications and interest in the position.
2. Curriculum Vitae (CV).