



PSGR Krishnammal College for Women
(An Autonomous Institution – Affiliated to Bharathiar University)

Faculty Recruitment – MBA

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 December 2026. We are looking for a dedicated professional with a strong commitment to teaching, research, and institutional service. Immediate joiners are preferred.

Position	Specialization	Qualification
Assistant Professor / Associate Professor	Marketing Digital Marketing	Ph.D. in related field is mandatory.

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).

Only shortlisted candidates will be called for the interview.