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## **Academic Director and Clinical Professor (Rank TBD) of Integrated Marketing Communications**

Against a backdrop of innovation and momentum and a deep commitment to building a globally recognized and academically rigorous program, the Division of Programs in Business within NYU's School of Professional Studies seeks an academic and administrative leader for the Integrated Marketing Communications Department. The Academic Director will oversee the two graduate programs within the department - a Master of Science in Integrated Marketing and a Master of Science in Public Relations and Communications. The Academic Director and Clinical Professor (rank TBD) will be a committed educator and administrator who has demonstrated a commitment to both higher education and industry.

### **New York University: An Introduction**

More than 175 years ago, Albert Gallatin, the distinguished statesman who served as secretary of the treasury under Presidents Thomas Jefferson and James Madison, declared his intention to establish "in this immense and fast-growing city ... a system of rational and practical education fitting for all and graciously opened to all." Founded in 1831, New York University is now one of the largest private universities in the United States. Of the more than 3,000 colleges and universities in America, New York University is one of only 60 member institutions of the distinguished Association of American Universities.

From a student body of 158 during NYU's very first semester, enrollment has grown to more than 40,000 students attending 18 schools and colleges at five major centers in Manhattan and in sites in Africa, Asia, Europe, and South America. Today, students come from every state in the union and from 133 foreign countries. The faculty, which initially consisted of 14 professors and lecturers (among them artist and inventor Samuel F. B. Morse), now totals over 3,100 full-time members whose research and teaching encompasses the humanities, the sciences, and the social sciences; the law; medicine; business; education; the fine arts, studio art, and the performing and cinematic arts; music; social work; public administration; the ancient world; and professional studies. With more than 2,500 courses offered, the University awards more than 25 different degrees. Although overall the University is large, the individual schools and colleges are small- to moderate-sized units—each with its own traditions, programs, and faculty – and there are many communities to be found within the NYU community based on interests, activities, and shared experiences.

The center of NYU is its Washington Square campus in the heart of Greenwich Village. One of the city's most creative and energetic communities, the Village is a historic neighborhood that has attracted generations of writers, musicians, artists, and intellectuals. NYU, in keeping with its founder's vision, is "in and of the city": the University – which has no walls and no gates – is deeply intertwined with New York City, drawing inspiration from its vitality.

In addition to its Manhattan locations, the University is also located in Brooklyn with the second oldest school of engineering and technology in the country, and has research facilities, notably the Nelson Institute of Environmental Medicine, in Sterling Forest, near Tuxedo, New York.

And NYU has established itself as the first global network university, with a comprehensive liberal arts campus in Abu Dhabi – the first to be operated abroad by a major U.S. research university – and other sites for study and research in Accra, Ghana; Berlin, Germany; Buenos Aires, Argentina; Florence, Italy; London, England; Madrid, Spain; Paris, France; Prague, the Czech Republic; Shanghai, China; and Tel Aviv, Israel, among other locations.

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### **New York University: Mission**

Great cities are engines of creativity, and New York University takes its name and spirit from one of the busiest, most diverse and dynamic cities of all. Thriving beyond borders and across academic disciplines, NYU has emerged as one of the most networked and extensive worldwide platforms for learning, teaching, researching, building knowledge, and inventing new ways to meet humanity's challenges. Its students, faculty and alumni feed off the stimulating power of swirling intellectual and cultural experiences by mastering academic disciplines, expressing themselves in the arts, and excelling in demanding professions.

New York University's mission is to be a top quality international center of scholarship, teaching, and research. This involves retaining and attracting outstanding faculty who are leaders in their fields, encouraging them to create programs that draw outstanding students, and providing an intellectually rich environment. NYU seeks to take academic and cultural advantage of its location and to embrace diversity among faculty, staff and students to ensure a wide range of perspectives, including international perspectives, in the educational experience.

### **Schools, Colleges, Institutes and Programs**

- College of Arts and Science (1832)
- School of Law (1835)
- School of Medicine (1841)
- Polytechnic School of Engineering (1854)
- College of Dentistry (1865)
- Graduate School of Arts and Science (1886)
- Steinhardt School of Culture, Education, and Human Development (1890)
- Leonard N. Stern School of Business (1900)
- Institute of Fine Arts (1922)
- School of Professional Studies (1934)
- Courant Institute of Mathematical Sciences (1934)
- Robert F. Wagner Graduate School of Public Service (1938)
- College of Nursing (1947)
- Silver School of Social Work (1960)
- Tisch School of the Arts (1965)
- Gallatin School of Individualized Study (1972)
- Liberal Studies (1972)
- Institute for the Study of the Ancient World (2006)
- NYU Abu Dhabi (2010)
- Center for Urban Science and Progress (2012)
- Global Institute of Public Health (2012)
- Marron Institute of Urban Management (2013)
- NYU Shanghai (2013)

### **School of Professional Studies**

For over 80 years, the NYU School of Professional Studies has fostered a rich tradition of serving the City and the world, by providing educational experiences that prepare students who are just beginning on their career path, as well as those who are seasoned veterans. The School of Professional Studies offers undergraduate degree programs, graduate degree programs and certificates, and non-credit courses and diplomas in a wide range of professionally oriented areas of study. All programs are designed to meet the academic and professional needs of students

throughout their lives and their careers. Academic departments offer programs that provide a theoretical and practical education—one that is enhanced by rigorous curricula. Classroom learning is translated into real-world contexts by a cadre of outstanding faculty members who are leading practitioners in their fields.

The School of Professional Studies consists of the following departments and/or program areas:

- American Language Institute
- Applied Politics
- Career and Life Planning
- Center for Global Affairs
- Center for Publishing
- Division of Programs in Business
- Foreign Languages, Translation, and Interpreting
- George H. Heyman, Jr., Center for Philanthropy and Fundraising
- Graphic Communications Management and Technology
- Health Information Management
- High School Academy
- Humanities, Arts, and Writing
- NYU School of Professional Studies Initiative for Creativity and Innovation in Cities
- Paul McGhee Division
- Professional Advantage Program
- Schack Institute of Real Estate
- Tisch Center for Hospitality and Tourism
- Tisch Institute for Sports Management, Media, and Business

### **The Division of Programs in Business**

The NYU School of Professional Studies (SPS) Division of Programs in Business (DPB) is the nexus where talented students, dedicated faculty, passionate administrators, and leading industry professionals intersect to create a unique and exemplary student-centric educational environment that develops highly skilled, ethical, and socially minded business professionals who will contribute to industry and society.

The Division of Programs in Business provides applied, professional education for students interested in becoming leaders in the functional areas of a business: marketing, human resources, management and technology. Students from around the world are immersed in highly relevant curricular and co-curricular experiences that combine academic theory and the rich professional expertise of industry practitioners from New York City's business community. This creates a dynamic teaching and learning environment in which students gain and apply practical skills to solve complex, real-world problems of business and society.

The Division's 11 full-time clinical faculty members and 600 adjunct faculty members use their industry expertise to prepare approximately 1,900 graduate students and 1,000 continuing education students to become leaders in their fields. The courses of study encompass graduate degrees, diplomas, continuing education programs, and corporate education programs.

## Key Facts About the Division of Programs in Business

- Graduate Programs
  - M.S. in Human Capital Management
  - M.S. in Management and Technology
  - M.S. in Project Management
  - M.S. in Integrated Marketing
  - M.S. in Public Relations and Communication
- Diploma Programs (to acquire specific skill sets)
- Continuing Education and Corporate Education Programs
  - Human Resources and Management Development
  - Management and Systems
  - Project Management
  - Integrated Marketing
  - Public Relations and Corporate Communication
  - Graphic Communication and Management Technology
  - Finance and Law
  - Technology
- Students
  - 1,900 graduate students
  - 1,000 continuing education students
- Faculty and Staff
  - 600 adjuncts
  - 11 full-time clinical faculty
  - 40+ administrators

### The Position

Reporting to the Associate Dean of the Division of Programs in Business, the Academic Director will lead the Integrated Marketing and Public Relations faculty and draw support from the field and industry partners to advance the academic mission of the graduate programs. S/he will work closely with the Associate Dean to implement the vision for the credit and non-credit programs and to increase their profiles and visibility nationally and internationally.

The Integrated Marketing Communications Department is comprised of two degree programs with two full-time faculty members and approximately 230 adjunct faculty members. The programs prepare approximately 1,300 graduate students per year to become innovative and socially responsible leaders in their chosen fields. The department also offers noncredit career advancement courses and diploma programs with approximately 300 enrollments.

The Academic Director will oversee two Master's degree programs – a Master of Science in Integrated Marketing and a Master of Science in Public Relations and Communications. S/he will be responsible for the management and development of academic curriculum, hiring, oversight, and on-going communication with faculty and staff, management of student services and concerns, and collaborating with alumni and industry partners. Additionally, the Academic Director will teach two courses per year.

The successful candidate will be a committed educator, with evidence of meaningful contributions in industry and/or academia. S/he will possess advanced academic credentials (Ph.D., or other advanced terminal degree), and a minimum of five years of substantial direct experience. Expertise and familiarity with the fields of marketing and/or public relations and communications are required. The search committee seeks an individual with professional experience who can oversee academic content and delivery in alignment with current industry needs and emerging trends in the field.

**Contact Information**

The review of credentials will begin immediately and will continue until the position is filled. Inquiries, applications (cover letter and curriculum vitae), and nominations should be forwarded in confidence and electronically, to:

**Ruth Shoemaker Wood, Partner**  
**Storbeck / Pimentel & Associates, LP**  
[NYUDPBAcadDir@storbecksearch.com](mailto:NYUDPBAcadDir@storbecksearch.com)

*EOE/Minorities/Females/Vet/Disabled*