

As the largest university in Rhineland-Palatinate, Koblenz University of Applied Sciences offers a diverse academic education in an inspiring learning environment and promotes application-oriented research.

The following professorship is to be filled in the department of Business and Management at the location Koblenz as soon as possible:

**Professor (f/m/d)
for General business administration, in particular digital marketing
(Base Salary: W 2)**

Part-time employment is possible.

Your tasks:

- Representation of teaching (in German and English) in the subject areas Marketing and the study programmes B.Sc. Marketing and International Business and M.Sc. Business Management
- Establishment of a research profile as well as national and international research activities incl. publications
- Networking with regional stakeholders (companies, associations, etc.)
- Participation in academic self-administration

Your profile:

- Professional expertise in the teaching area Digital Marketing, Social Media Marketing, B2B-Marketing
- Several years of relevant professional experience, ideally leadership experience
- Enthusiasm for working with young people and their development
- Openness for the further development and implementation of innovative teaching concepts
- Openness to taking on new teaching content within the framework of the long-term, strategic and, if necessary, interdisciplinary further development of the range of courses offered
- High social competence in dealing with students, colleagues and employees
- Good German skills (minimum C1-level) and good English skills (minimum C1-level)

The hiring requirements for professorships result from § 49 of the Higher Education Act of Rhineland-Palatinate (HochSchG).

Our offer:

- An attractive and varied working environment with the opportunity to shape and develop the field independently
- Accompanying enthusiastic young people on their academic path into the professional world
- Support in the conception of modern and innovative teaching
- Connection to a research-strong collegium
- A broad network of foreign partner universities built up over many years

Koblenz University of Applied Sciences advocates diversity, equal opportunities and work-life balance. Koblenz University of Applied Sciences promotes women. Women are given preferential consideration in cases of equal aptitude, ability and professional performance, as there is an under-representation in the area of professorships at Koblenz University of Applied Sciences (§ 3 para. 8 State Equal Opportunities Act RLP). Therefore, qualified female academics are expressly encouraged to apply. People with severe disabilities will be given preference in the case of equal suitability.

We look forward to receiving your application (with curriculum vitae, certificates, list of publications and lectures, research exposé, previous teaching experience, proof of disability if applicable) via our [online application portal](#) by the deadline **02/28/2025**.

