



Faculty Recruitment June 2026 job notification announced by PSGR Krishnammal College for Women for 2026-2027 academic year.

College Name: PSGR Krishnammal College for Women

College Profile:

*Affiliated to Bharathiar University | Re-accredited by NAAC with 'A++' Grade (4th Cycle)*

An ISO 9001:2015 Certified Institution | Supported by DST-FIST and UGC-STRIDE

Peelamedu, Coimbatore – 641 004

**Website:** [www.psgrkcw.ac.in](http://www.psgrkcw.ac.in)

#### **About the Institution:**

Established in 1963, PSGR Krishnammal College for Women (Autonomous) is a distinguished centre for women's education, fostering excellence in academics, research, innovation, and personal growth. The Department of Psychology offers comprehensive programs with a focus on academic rigor, applied training, and community engagement through counselling and wellness initiatives.

#### **FACULTY RECRUITMENT NOTIFICATION – 2026**

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	Specialization	Qualification
Assistant Professor / Associate Professor	1. Human Resource 2. Marketing 3. 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

PSGRKCW

Continuation Sheet...

Apply Mode: Email Organization website: [www.psgkwc.ac.in](http://www.psgkwc.ac.in)

How to Apply: Interested and Eligible candidates request to send their Resume and cover letter to the following Email Address.

Email Address to Apply: [hrd@grgeducation.com](mailto:hrd@grgeducation.com)

Address: PSGR, Krishnammal College Women, Avinashi Rd, Peelamedu, Coimbatore, Tamil Nadu 641004

Phone: 0422 429 5959



**Dr. P. B. Harathi**

**Principal**

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