



CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE

**FACULTY POSITION ANNOUNCEMENT
PART-TIME
(formerly AA-6)**

Department: MARKETING

Effective Date of Appointment: 2024-2025

CSUN's Commitment to You:

CSUN is committed to achieving excellence through teaching, scholarship, learning and inclusion. Our values include a respect for all people, building partnerships with the community and the encouragement of innovation, experimentation, and creativity. CSUN strives to cultivate a community in which a diverse population can learn and work in an atmosphere of civility and respect. CSUN is especially interested in candidates who make contributions to equity and inclusion in the pursuit of excellence for all members of the university community.

As a Hispanic-serving Institution (HSI), inclusiveness and diversity are integral to CSUN's commitment to excellence in teaching, research, and engagement. As of Fall 2022, CSUN enrolls ~38,000 students, where 57.3% are Latinx, 19.8% are White, 9.2% are Asian-American, 4.9% are Black/African American, 0.1% are Native American, and 0.2% are Native Hawaiian or Pacific Islander.

For more information about the University, visit our website at: <http://www.csun.edu>

About the College:

For information about the College, visit our website at: <https://nazarian.csun.edu>

About the Department:

For information about the department, visit our website at: <https://www.csun.edu/marketing>

ANTICIPATED NEEDS:

Note: All part-time faculty appointments are temporary and do not confer academic rank. Final determination of part-time teaching assignments is contingent upon student enrollment figures and funding. In addition to teaching, the position requires weekly office hours and participation in assessment of student learning. The successful candidate will be held to the standards and requirements of the college and department in which they are employed. Given CSUN's commitment to excellence in teaching, research, and engagement in a diverse environment, the successful candidate will help the department achieve equitable academic outcomes for all students through teaching, student mentorship, and scholarship.

Current Courses of Specialization	Qualifications
BUS 104 Introduction to Business MKT 304 Marketing Management MKT 346 Marketing Research MKT 348 Consumer Behavior MKT 350 Consumer Information in the Digital Age MKT 356 Marketing Metrics and Insights MKT 440 Integrated Marketing Communications MKT 441 Sales Management MKT 442 Business-to-Business Marketing MKT 443 Retail Management MKT 445 International Marketing MKT 448 Digital Marketing MKT 449 Marketing Management Seminar MKT 459 Social Media Marketing	Master's Degree or Ph.D. in Marketing or a related field. The David Nazarian College of Business and Economics is accredited by AACSB International and expects all instructional faculty to meet and maintain current AACSB standards of faculty qualification throughout their teaching appointment. These qualifications may be met by (a) a Ph.D. in Marketing or a related field (recently awarded or accompanied by a record of recent, high-quality, peer-reviewed scholarly publications), (b) doctoral candidacy in Marketing or a related field (ABD status achieved within the most recent three years), (c) a master's degree in Marketing or a related field accompanied by professional experience of a suitable length and level of responsibility, or (d) a suitable combination of the degree, scholarship, and professional experience cited above. Evaluations of candidates will be

MKT 498 Marketing Internship GBUS 600 Analysis of Contemporary Organizations MKT 640 Marketing Management [MBA] MKT 644 Consumer Behavior [MBA] MKT 647 Marketing Research [MBA]	based on their academic background and scholarship, professional experience, teaching experience, and potential to publish in the Marketing profession (e.g., academic or trade journals). To maintain faculty qualifications, all lecturers must continue in activities that build on the initial qualification. Please see section VII.C of the Nazarian College Faculty Handbook. All part-time faculty are expected to actively participate in the academic life of the department and college. Candidates must demonstrate ability and commitment to teach and mentor a diverse student population.
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Anticipated Hiring Ranges

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- Lecturer A (Range 2): \$4,530-\$5,249/month
- Lecturer B (Range 3): \$5,405-\$6,077/month
- Lecturer C (Range 4): \$6,190-\$6,855/month

Placement into a range is based on qualifications and experience. Initial assignments are typically at the bottom third of the salary range. The full-time (15 units per semester) monthly base salaries indicated in the schedules above are prorated to the number of units worked and are paid in six monthly payments for each full semester.

Application Process:

Applicants must submit a cover letter to csunmktjobs@csun.edu that indicates the specific courses they are interested in teaching and, whenever possible, times available for teaching assignments.

Applicants must provide information regarding their intellectual and professional activities.

- Applicants must provide their curriculum vitae or resume, educational background, prior teaching experience, relevant certifications, evidence of scholarship, and related professional experience (employment, consulting, professional services such as board service, and other significant participation in professional, nonprofit, or community organizations). They must include dates for all professional and academic experience. In later phases of the search process, we may request that applicants verify terminal degrees, licenses and certificates.
- For current lecturers, their faculty activity recording platform (Watermark Faculty Success, AKA Digital Measures) and professional information file (PIF) must report their intellectual and professional activities for the five years of January 1st, 2019, through December 31st, 2023, and may go up to the application deadline.

The department relies on this information to determine if applicants or faculty meet and maintain AACSB qualifications and are qualified to teach courses of interest.

Application Deadline:

For Fall 2024 only/ AY 2024 – 2025: Friday, April 5th, by midnight.

Inquiries and applications should be addressed to: csunmktjobs@csun.edu with the subject "Lecturer Faculty Position."

General Information:

In compliance with the Annual Security Report & Fire Safety Report of Campus Security Policy and Campus Crime Statistics Act, California State University, Northridge has made crime-reporting statistics available on-line [here](#). Print copies are available by request from the Department of Police Services, the Office for Faculty Affairs, and the Office of Equity and Diversity.

The person holding this position may be considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in [CSU Executive Order 1083](#) as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily. Failure to satisfactorily complete the background check may affect the status of applicants. In accordance with the California State University (CSU) Out-of-State Employment Policy, the CSU is a state entity whose business operations reside within the State of California and prohibits hiring employees to perform CSU-related work outside of California.

CSUN is an Equal Opportunity Employer and prohibits discrimination on the basis of race, color, ethnicity, religion, national origin, age, gender, gender identity/expression, sexual orientation, genetic information, medical condition, marital status, veteran status, and disability. Our nondiscrimination policy is set forth in [CSU Nondiscrimination Policy](#). Reasonable accommodations will be provided for applicants with disabilities who self-disclose by contacting the Marketing Department at 818-677- 2458.