

Department: Marketing

Effective Date of Appointment: Academic Year 2019-2020

About the University:

One of the largest universities in the country, California State University, Northridge (CSUN) is an urban, comprehensive university that delivers award-winning undergraduate and graduate programs to nearly 40,000 students annually and counts more than 330,000 alumni who elevate Southern California and beyond. Since its founding in 1958, CSUN has made a significant and long-term economic impact on California, generating nearly \$1.9 billion in economic impact and more than 11,700 jobs each year. The LAEDC recognized CSUN as its 2015 Eddy Award winner for its positive economic impact. Serving more students on Pell Grants than any other institution in California, CSUN is also a social elevator and one of the most diverse universities in the country. CSUN ranks 13th in awarding bachelor's degrees to traditionally underserved students and enrolls the largest number of Deaf and Hard-of-Hearing students of any U.S. state university. The journal *Nature* recently named CSUN a Rising Star for scientific research, and the NSF ranks CSUN in the top five nationally among similar institutions for graduates who go on to earn doctorates in the sciences. CSUN is where individuals rise. And through them, so does Greater Los Angeles and beyond.

About the College:

The David Nazarian College of Business and Economics is one of largest business schools in the nation and is accredited by AACSB, the highest standard in business and management education. We offer a variety of outstanding academic programs, including undergraduate programs in accountancy, business administration, economics, finance, information systems, management, and marketing. Many of our most capable undergraduate students enroll in our honors program as a recognition of their demonstrated academic success and as a program to encourage their continued academic growth. For more information visit the college website at www.csun.edu/busecon.

About the Department:

The Marketing Department serves approximately 1,400 marketing majors, representing about 20% of the students in the David Nazarian College of Business and Economics. We offer a B.S. in Marketing, two minors, and coursework and a specialization in the MBA program and a pre-MBA graduate certificate. The Department faculty value honing students' skills with client-based and experiential projects, and a collegial environment of collaboration. Our faculty engage in research encompassing a wide range of theoretical and methodological approaches. For more information visit the department website at <http://www.csun.edu/marketing>.

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.

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

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.

Courses or Specialization

BUS 104 (Introduction to Business)	MKT 440 (Integrated Marketing Communications)	MKT 449 (Marketing Management Seminar)
MKT 304 (Marketing Management)	MKT 441 (Sales Management)	MKT 459 (Social Media Marketing)
MKT 346 (Marketing Research)	MKT 442 (Business to Business Marketing)	MKT 498 (Marketing Internship)
MKT 348 (Consumer Behavior)	MKT 443 (Retail Management)	MKT 640 (Marketing Management)
MKT 350 (Consumer Information in the Digital Age)	MKT 445 (International Marketing)	GBUS 600 (Analysis of Contemporary Orgs)
MKT 356 (Marketing Metrics and Insights)	MKT 448 (Digital Marketing)	

For BUS 104 and all MKT course descriptions please visit: www.csun.edu/catalog/academics/mkt/courses/
For GBUS 600 course description please visit: www.csun.edu/catalog/academics/gbus/courses/gbus-600/

Qualifications:

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. These qualifications may be met by a Ph.D. or Doctorate in marketing or a related field (recently awarded or accompanied by a record of recent, high-quality, peer-reviewed scholarly publications), doctoral candidacy in marketing or a related field (ABD status achieved within the most recent three years), a Master's degree in marketing or a related field accompanied by professional experience of a suitable length and level of responsibility, or a suitable combination of the degree, scholarship, and professional experience cited above. Evaluations of candidates will be based upon their academic background and scholarship, professional experience, teaching experience, and potential to publish in the marketing profession (e.g., academic or trade journals). 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.

Current Salary Range: Per 3-unit course dependent on experience and qualifications.

Application Process:

Applicants must submit a current resume and a cover letter which describes their contributions to diversity and designates specific courses or areas they are interested in teaching and, whenever possible, times available for teaching assignments. The resume should include educational background, prior teaching experience, evidence of scholarship, and/or related professional experience (employment; consulting; professional service such as board service; other significant participation in professional, nonprofit, or community organizations, etc.). The resume should include dates for all professional and academic experience. If you are already entered in CSUN's Digital Measures from recent employment, you should submit your current Digital Measures CV in addition to your resume.

Application Deadline for Academic Year 2019 – 2020: April 26, 2019

Inquiries and applications should be addressed to:

Hardcopy to:

Department of Marketing
California State University,
Northridge
Bookstein Hall 3119
18111 Nordhoff Street
Northridge, CA 91330-8377

OR

Word or PDF attachment to:

csunmktjobs@csun.edu
With "PT Faculty Position" in subject line

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 before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

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 Executive Order 1096](#). Reasonable accommodations will be provided for applicants with disabilities who self-disclose by contacting Faculty Affairs at (818) 677-2962.