

**Department: Marketing**

**Effective Date of Appointment: 2021-2022**

**CSUN's Commitment to You:**

CSUN is committed to achieving excellence through teaching, scholarship, learning and inclusion. As both an AANAPISI & HSI (Asian American and Native American Pacific Islander Serving Institution & Hispanic Serving Institution), CSUN welcomes candidates whose experience in teaching, research, or community service has prepared them to contribute to our commitment to diversity and inclusive excellence. 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>.

**About the College:**

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

**About the Department:**

For more information visit the department website at: <http://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.

**Current Courses or Specialization**

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

For BUS 104 and all MKT course descriptions please visit: [www.csun.edu/catalog/academics/mkt/courses/](http://www.csun.edu/catalog/academics/mkt/courses/)

**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 throughout their tenure. Applicants who do not meet AACSB standards of faculty qualification will not be considered. 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. 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](#). 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 cover letter and resume to the address in the section below that indicates the specific courses or areas they are interested in teaching and, whenever possible, times available for teaching assignments. 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.). Include dates for all professional and academic experience. If you are already entered in CSUN's Digital Measures from recent employment, your Digital Measures CV will be relied upon as your current resume so be certain that it is current. In later phases of the search process, applicants may be requested to provide verification of terminal degrees, licenses and certificates.

**Application Deadline for AY 2021 – 2022: Monday, April 5, 2021, 5:00 PM PST**

**Inquiries and applications should be addressed to: [csunmktjobs@csun.edu](mailto:csunmktjobs@csun.edu) with “Lecturer Faculty Position” in the 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. Failure to satisfactorily complete the background check may affect the status of applicants.

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 the Marketing Department at 818-677-2458.