

Lecturer - Marketing

[Santa Clara University](#)

Santa Clara, CA

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Type: Full-Time

Posted: 04/03/2024

Category: [Marketing and Sales](#)



Lecturer - Marketing

Position Title:

Lecturer - Marketing

Position Type:

Regular

Salary Range:

Annual salary starting at \$90,000

Purpose:

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The Marketing Department in The Leavey School of Business at Santa Clara University seeks applications for a full-time lecturer position (non-tenure track with renewable three-year contract), beginning September 1, 2024. The full-time teaching load is 7 course equivalents per academic year.

Responsibilities

Planning and teaching courses in the undergraduate and graduate levels. Provision of departmental services.

A. Fulfilling all responsibilities associated with assigned courses, including:

1. Preparing for and conducting all assigned class meetings, including lab sessions;
2. Assigning and evaluating student work appropriately;
3. Providing weekly on-campus office hours for consultation outside of class;
4. Conducting and submitting course assessments as required by the department;
5. Assigning student grades appropriately and submitting to the Office of Student Records by the designated deadline;

B. Leading and participating in departmental services for alumni, students, and faculty

C. Complying with university and school policies, including those delineated in the Leavey School of Business Term Faculty Handbook.

Basic Qualifications

5+ years of corporate work experience with increasing marketing responsibilities, preferably in retail, b2c or d2c environments.

2+ years of on-line and on-premise marketing teaching experience in an accredited, four-year business school program.

Demonstrated experience in MarTech, CRM/CXM, and/or digital and online marketing.

Knowledgeable in business communications, IMC, and/or quantitative marketing a plus.

Demonstrated ability and versatility to teach marketing electives at both the graduate and undergraduate level.

Track record of successful participation in supporting department-level initiatives and student extra-curricular activities.

Collegial and collaborative team building work ethic.

Ph.D. or DBA preferred; MBA or other appropriate Master's degree required

Required Documents

1. Cover Letter
2. Curriculum Vitae
3. Names of three recommenders

Optional Documents

1. Course syllabi and supporting instructional materials
2. Student evaluations
3. Examples of relevant scholarly papers or industry work product

Applications will be accepted and reviewed until the position is filled. Please note that once you submit your materials you will no longer be able to access your application materials and your application will be locked.

Questions about these positions may be directed to the Search Committee Administrator:

marketing@scu.edu

COVID-19 Statement

The health and safety of the university community is a top priority. All Santa Clara University students, and employees are required to be vaccinated against COVID-19 or request a medical or religious exemption. Please visit our [COVID-19 webpage](#) for additional information.

Work Authorization:

Santa Clara University does not sponsor any visa applications for this position. The successful candidate must be able to provide evidence of identity and legal authorization to work in the United States.

EEO Statement**Equal Opportunity/Notice of Nondiscrimination**

Santa Clara University is an equal opportunity/equal access/affirmative action employer fully committed to achieving a diverse workforce and complies with all Federal and California State laws, regulations, and executive orders regarding non-discrimination and affirmative action. Applications from members of historically underrepresented groups are especially encouraged. For a complete copy of Santa Clara University's equal opportunity and nondiscrimination policies, see <https://www.scu.edu/title-ix/policies-reports/>

Title IX of the Education Amendments of 1972

Santa Clara University does not discriminate in its employment practices or in its educational programs or activities on the basis of sex/gender, and prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internally or

externally. The Title IX Coordinator and Section 504 and ADA Coordinator is Aaron Zisser, Director of Equal Opportunity and Title IX, 408-551-3043, azisser@scu.edu , www.scu.edu/title-ix. Inquiries can also be made to the Assistant Secretary of Education within the Office for Civil Rights (OCR).

Clery Notice of Availability

Santa Clara University annually collects information about campus crimes and other reportable incidents in accordance with the federal Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act. To view the Santa Clara University report, please go to the Campus Safety Services [website](#). To request a paper copy please call Campus Safety at (408) 554-4441. The report includes the type of crime, venue, and number of occurrences.

Americans with Disabilities Act

Santa Clara University affirms its' commitment to employ qualified individuals with disabilities within the workplace and to comply with the Americans with Disability Act. All applicants desiring an accommodation should contact the [Department of Human Resources](#), and 408-554-5750 and request to speak to Indu Ahluwalia by phone at 408-554-5750 or by email at iahluwalia@scu.edu.

To view the full job posting and apply for this position, go to https://wd1.myworkdaysite.com/en-US/recruiting/scu/scu/job/Santa-Clara-CA/Lecturer---Marketing_R4334jeid-41ec9e959b773f48ab13e9911f097203

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