

**CALIFORNIA STATE UNIVERSITY, LONG BEACH**  
**COLLEGE OF BUSINESS**  
**DEPARTMENT OF MARKETING**  
**Part-Time Lecturer Openings**

**POSITION:** Part-Time Lecturer (Openings in Marketing)

Part-time temporary positions may be available for Fall or Spring semester. If you are interested in being considered for a teaching position during the 2023-2024 academic year, please submit the required documentation as listed below.

**EFFECTIVE DATE:** Applications are being accepted for the academic year 2023-2024.

**SALARY:** Commensurate with qualifications and experience.

**MINIMUM QUALIFICATIONS:** MBA or a relevant Masters degree. Successful record of teaching marketing courses. Current relevant professional experience holding an upper-level position at a national, regional, or local firm or major corporation. Demonstrated proficiency as a consultant or a marketing professional, or showing significant involvement in a state or national marketing organization. Must meet the current requirement of the College of Business Administration to be Scholarly Academic (SA), Practice Academic (PA), Scholarly Practitioners (SP), or Instructional Practitioners (IP). Information concerning these four requirements can be found on the [College of Business site](#).

**DESIRED/PREFERRED QUALIFICATIONS:** Record of scholarly and creative activity. Experience or demonstrated commitment to supporting and mentoring students from the diverse communities served by CSULB.

**DUTIES:** Teach Marketing Courses (Digital Marketing and Social Media, Marketing Research, Marketing Analytics - with Python programming skills, Marketing Management, Pricing, and other related courses).

CSULB is a Hispanic Serving Institution and an Asian American and Native-American/Pacific Islander Serving Institution located in a city with a large Cambodian/Cambodian American population in an aspirational context for increasing local Black, Indigenous and People of Color enrollment.

CSULB seeks to recruit faculty who enthusiastically support the University's strong commitment to the academic success of all of our students, including students of color, students with disabilities, students who are first generation to college, veterans, students with diverse socio-economic backgrounds, and students of diverse sexual orientations and gender expressions. CSULB seeks to recruit and retain a diverse workforce as a reflection of our commitment to serve the People of California, to maintain the excellence of the University, and to offer our students a rich variety of expertise, perspectives, and ways of knowing and learning.

**REQUIRED DOCUMENTATION:**

- Letter of application addressing minimum and desired/preferred qualifications
- Resume with current email address
- List of three to five current references or letters of recommendation
- Copy of transcript from institution awarding highest degree
- Finalist will be required to submit signed SC-1 form, three current letters of recommendations (if not already submitted), and an official transcript

A background check (including a criminal records check and telephone reference check with most recent employer) 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.

The person holding this position is 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 Revised July 21, 2017 as a condition of employment.

Applications, required documentation, and/or requests for information should be addressed to:

Dr. Yu Wang, Chair  
California State University, Long Beach  
Department of Marketing  
1250 Bellflower Boulevard  
Long Beach, CA 90840-8505  
[COB-mktg-jobs@csulb.edu](mailto:COB-mktg-jobs@csulb.edu)

**APPLICATION DEADLINE:** Review of applications, if necessary, will continue until the position(s) are filled for Fall Semester 2023 and for Spring Semester 2024.

Applications received by the set deadlines will receive full consideration for work available. Applications received after set deadlines will be added to the pool and considered if a course or assignment becomes available for which there are no other qualified applicants in the pool.

**CSULB is committed to creating a community in which a diverse population can learn, live, and work in an atmosphere of tolerance, civility and respect for the rights and sensibilities of each individual, without regard to race, color, national origin, ancestry, religious creed, sex, gender identity, sexual orientation, marital status, disability, medical condition, age, Vietnam era veteran status, or any other veteran's status. CSULB is an Equal Opportunity Employer.**