

CALIFORNIA STATE UNIVERSITY, LONG BEACH
COLLEGE OF BUSINESS ADMINISTRATION
GRADUATE PROGRAMS IN BUSINESS ADMINISTRATION
Part-Time Lecturer Openings in Marketing

POSITION: Part-Time Lecturer (Openings in Master of Business Administration Program and Masters of Science in Marketing Analytics Program)

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 with significant industry experience. Successful record of teaching marketing courses. Current relevant professional experience in a major firm or 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: Ph.D. preferred. 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 graduate courses such as *Marketing Concepts*, *Marketing Management*, and other graduate level marketing courses (e.g., *Marketing Analytics*, *Marketing Management*, *Pricing*, *Digital Marketing and Social Media*, *Branding*, etc.). See [specific course descriptions](#) of the MKTG 500 and MKTG 600-level 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.

The Graduate Program at California State University, Long Beach is committed to building a more diverse faculty, staff, and student body as it responds to the changing population and educational needs of California and the nation. We seek applicants and nominations from those who have experience teaching, mentoring, and developing research in ways that effectively address individuals from historically underrepresented backgrounds. California State University, Long Beach is an affirmative action/equal opportunity employer.

EMPLOYMENT REQUIREMENTS: 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.

REQUIRED DOCUMENTATION: Letter of application addressing minimum and desired/preferred qualifications, resume with current email address, a list of three to five current references, a copy of the official transcript from institution awarding highest degree. Finalist will be required to submit signed SC-1 form, three current letters of recommendations, and official transcript.

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

Graduate Programs
College of Business
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 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.

California State University, Long Beach 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 identification, sexual orientation, marital status, disability, medical condition, age, political affiliation, Vietnam era veteran status, or any other veteran's status. CSULB is an Equal Opportunity Employer.