

CALIFORNIA STATE UNIVERSITY, LONG BEACH
Department of Marketing
Part-Time Lecturer Openings

Recruitment: 24/25 PTL- Marketing

Position: Part-Time Lecturer – Marketing

Effective Date: Fall Semester: August 19 to December 24, 2024

Spring Semester: January 21 to May 23, 2025

Salary placement is determined by the education, experience, and qualifications the candidate brings to the position, internal equity, and the hiring department's fiscal resources.

Target Hiring Range: \$8,500-\$10,500 per three-unit course commensurate with candidate's education, experience, skills, and training.

Minimum Qualifications:

- MBA or discipline related Master's degree.
- Successful record of teaching marketing courses or demonstrated potential for teaching excellence.
- Current relevant professional experience holding an upper-level position at a national, regional, or local firm or major corporation.
- Must meet the current AACSB accreditation related qualification requirements of the College of Business. Requirements can be found on the [COB website](#).
- Experience or demonstrated commitment to working successfully with a diverse student population.

Preferred/Desired Qualifications:

- Ph.D. or DBA in Marketing or related discipline.
- Demonstrated proficiency as a consultant or a marketing professional.
- Significant involvement in a state or national marketing organization.

Duties:

- Teach one or more sections of marketing courses (Marketing Management, Consumer Behavior, Branding and Integrated Marketing Communication, Digital Marketing and Media, Marketing Research, Service Marketing, Professional Selling, Retailing, Marketing Analytics, Pricing, and other marketing related courses).
- Hold appropriate office hours.

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.

Information on the excellent benefits package available to CSULB faculty is located here: [Calstate Benefits](#)

Required Documentation:

- Letter of application addressing the minimum and preferred/desired qualifications
- Resume or curriculum vitae, including a current email address
- List of three to five current references or letters of recommendation
- Copy of transcript from institution awarding the highest degree

- Applicants offered employment will be required to submit a signed SC-1 form, three current letters of recommendation (if not already submitted), and an official transcript (e-transcript preferred)

A background check (including 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:

Yu Wang, Chair
Department of Marketing
California State University, Long Beach
1250 Bellflower Boulevard
Long Beach, CA 90840-8502
cob-mktg-jobs@csulb.edu

Position open until filled (or recruitment cancelled) - Application Deadline:

July 3, 2024 for Fall 2024 and Spring consideration; December 4, 2024 for Spring 2025 consideration only.

Applications received will be placed in a temporary part-time pool until the end of the academic year. Review of applications, if necessary, will continue until the position(s) are filled for Fall Semester 2024 and for Spring Semester 2025. 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.

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.