

Adjunct Professor/Lecturer – Marketing Consulting Fordham University in London

Fordham University in London is seeking to appoint an adjunct professor for a level three course in Marketing Consulting (MKBU 3442) for the fall semester - starting from 5 September 2022.

Marketing Consulting provides hands-on experience in tackling real-world consulting projects - *practicums* - in applied marketing management and related business fields. Students are expected to work on real-world problems and situations encountered by actual business and non-profit organisations. In order to hone their abilities in marketing strategy, channel management, pricing strategy etc, students work in groups with companies and non-profit organisations to identify strategic marketing challenges which they face, and will recommend actions based on our analyses of their competitive environments. The companies will provide their respective business problems and students will work on creating strategic solutions.

Successful candidates must be experienced and effective teachers, able to cater for the diverse student body and engage students in the subject matter so that they are fully prepared for their journey through the bachelor degree. Ideally they will have practical business experience with a network of business contacts to use for experiential purposes. Teaching is in weekly three hours blocks. In Fall 2022 it will be taught on a Thursday afternoon (1400-1700).

Approximately 600 students study each year at Fordham London from Fordham University's School of Arts & Science and the Gabelli School of Business.

Main Duties

- Teaching Marketing Consulting
- Preparation of teaching materials for the course
- Providing updated syllabus and course pack/reader details by the required deadline
- Providing academic advising either face-to-face or by email
- Arranging/accompanying students on co-curricular trips, and inviting guest speakers where appropriate
- Setting and administering examinations and others assessments – setting examination questions, invigilation and marketing when required
- Provide real world business contacts for student practicums
- Attendance at academic staff meetings (up to two per semester)

Required

- Masters degree or equivalent professional experience in a related field
- Relevant teaching experience in higher education and proven teaching effectiveness
- Relevant business relationships to provide practicum experience
- Excellent communication skills and responsive to students and the administration

Desirable

- PhD in a relevant field (or nearing completion)
- Previous experience of teaching within US higher education
- Research experience, publications and interests in the subject area

Person Specification

An individual who can develop effective working relationships with both academic, business and administrative staff. All applicants must be able to lawfully accept employment in the UK. If you are not a UK citizen, please address your right to work in the UK in your covering letter.

Salary

c. £4,400 plus pension contribution

Deadline

Friday, 30 June

Application

Applicants should submit a detailed CV and covering letter to the Senior Director, Vanessa Beever at vbeever@fordham.edu

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