Adjunct Professor/Lecturer – Global Sustainability Marketing
Fordham University in London

Fordham University in London is seeking to appoint an adjunct professor for a level three course in Business Marketing (MKBU 3458) for the fall semester - starting on 4 September 2023 and concluding on 16 December with a study break on 23-27 October.

While economic growth puts a strain on global resources, consumers are becoming more and more aware about the importance of being ‘green’ and ‘sustainable’. As our consumption levels increase, words like “recyclable”, “green”, “sustainable”, “fair trade” suggest a product's environmentally friendly and socially responsible claims. Marketing plays a unique role in the process of creating, communicating and delivering value to customers in a way that will preserve both the environment and human capital. Sustainability issues affect businesses in many ways. While they may provide a new market niche or a product category for some, they may destroy a firm's brand value and reputation. Therefore, it is vital for companies to understand the paradigm shift, adopt and develop winning marketing strategies that will enable them to stay competitive in the marketplace.

By the end of the course students will be expected to:

- Understand and explain sustainability’s role in marketing in today’s global framework;
- Identify the four basic elements of the "Marketing Mix", Product, Price, Place, and Promotion in relation to sustainable marketing;
- Identify sustainable marketing opportunities through marketing research process;
- Identify and evaluate sustainable marketing communications strategies within an organisation;
- Influence organisational marketing efforts towards sustainability;
- Understand how to manage products and brands sustainably by analysing companies’ internal and external marketing efforts and prioritise marketing objectives, strategies and mixes.

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. teaching is in weekly three hour blocks. In Fall 2023 it will be taught on a Wednesday afternoon (14.00-17.00).

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 Global Sustainability Marketing
- 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
- 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
- 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 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 if eligible

The position will remain open until filled.

**Application**
Applicants should submit a detailed CV and covering letter to [this website](#).

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