

Adjunct Lecturer, Global Consumer Behaviour

Fordham University in London

Fordham University in London is seeking to appoint an adjunct lecturer for a course in Global Consumer Behaviour (MKBU 3435) for the spring semester starting from 15 January 2024 and concluding on 3 May with a study break between 11-15 March 2024.

Marketing begins and ends with the consumer. The purpose of this course is to introduce you to consumer behaviour and to facilitate your understanding of research in the behavioural sciences that is essential to learning how individuals consume and to designing and implementing successful marketing strategies.

The learning outcomes are to:

- Learn the key concepts and theories of consumer behaviour
- Understand the applications of consumer behaviour in the development of viable marketing strategies
- Develop a set of skills important to successful performance in managerial positions, including working successfully in a group and honing your oral and written communication skills
- Apply marketing ethics and social conscience to the study of consumer behaviour and the implementation of marketing strategies.

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 Spring 2024 it is scheduled on Tuesday evenings (6pm-9pm).

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 Consumer Behaviour.
- 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 marking when required
- Attendance at academic staff meetings (up to two per semester)

Required

- Master's 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. £4598 per individual class plus pension contribution if eligible.

Application

Applicants should submit a detailed CV and covering letter to [this website](#). Applications will be reviewed on a rolling basis.

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