

Adjunct Lecturer, Global Marketing

Fordham University in London

Fordham University in London is seeking to appoint an adjunct lecturer for a course in Global Marketing (MKBU 3440) for the spring semester starting from 15 January 2024 and concluding on 3 May with a study break between 11-15 March 2024.

Marketing is always a challenge, whether your market is across town, across the country, or across the world. When we expand our business horizons beyond domestic borders, However, we face not only diverse languages and cultures that affect buying behaviour, but challenges in distribution systems and legal structures, monetary and political stability, and economic and natural forces.

This course will expose students to proven theories and practices of global marketing, as well as the research tools and techniques that can help a marketer investigate their options.

The learning outcomes are to:

- inform students about the concepts and theories that govern global marketing
- increase students understanding of business issues in a foreign setting, including choosing the appropriate market entry strategy for a given company / product / market combination
- improve students' managerial mobility by enhancing your confidence and ability to conduct international business in a foreign culture
- improve students' problem-solving, analytical, synthesis, and communication skills.

By the end of the term, students should be able to use the appropriate tools to identify and analyse challenges of doing business in a variety of markets and to marshal them to develop and implement marketing in diverse global markets.

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 Monday mornings (09:00am-12.00pm).

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 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

- 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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