Post-Graduate Certificate in Business Administration
School of Continuing Studies

Part-Time Instructor – CSBA2200 Marketing Fundamentals

Position Rank: Part-Time Instructor
Discipline/Field: Marketing
Program: Post-Graduate Certificate in Business Administration
Home School: School of Continuing Studies
Home Department: Continuing Professional Education

YORK UNIVERSITY
York University, founded in 1959, is Canada's third largest university. The School of Continuing Studies was established in 2015 and has rapidly emerged as one of the largest and fastest growing continuing education units in Canada. At York University’s School of Continuing Studies, we are proud to be a national leader in adult learning, serving working professionals and diverse communities while offering an unparalleled academic experience.

POSITION DESCRIPTION
We are seeking an experienced and credentialed subject matter expert to assume the role of Part-Time Marketing Instructor in our full-time, 8-course Post-Graduate Certificate in Business Administration. The Part-Time Instructor will lead the delivery of their course under direction of the Program Manager and as part of a large instructional team. Learn more about the Business Administration program at https://continue.yorku.ca/certificates/certificate-in-business-administration/

COURSE DESCRIPTION
CSBA2200 Marketing Fundamentals is a 39-hour course which examines the fundamentals of marketing theory, concepts and management as applied to marketing’s strategic role in meeting customer needs. Concepts learned in the course will include strategic marketing elements of segmentation, targeting and positioning, as well as the tactical elements of marketing mix, consumer insights, branding, price, promotion, distribution, analytics and research to prepare a marketing plan. This is a highly interactive course that will cover the fundamentals of traditional and digital marketing concepts and management. Students will be engaged in experiential learning activities of social media projects, industry-based group marketing projects and case studies to help them to apply the marketing concepts learned to real-world marketing challenges and opportunities.

INSTRUCTOR DUTIES
• Offer innovative approaches to quality teaching and learning that improve student outcomes, embed technologies into the classroom experience and meet the standards of the School of Continuing Studies
• Deliver course content in a manner that is engaging, dynamic and interactive
• Ensure accuracy and relevancy of course content, materials and assessments
• Establish and foster a safe, welcoming and inclusive learning environment
• Provide formative assessment of student learning through a variety of methods
• Evaluate learning outcomes and assess student comprehension and demonstration of associated skills, competencies and behaviours
• Provide constructive feedback and grades to students in a timely fashion and subsequently offer counsel to students where required
• Communicate with students in a timely, supportive and professional manner
• Respond promptly to office requests regarding student record keeping
• Periodically assist with program matters including curriculum and program review, student experience, student satisfaction, course evaluation, transfer credit review, academic appeals, technological enhancements, etc.

QUALIFICATIONS
• Senior-level professional experience in marketing
• Baccalaureate degree in a relevant field. Master’s degree or MBA preferred
• Highly knowledgeable in the course topics listed above
• Experience teaching adults in an education setting, or alternatively training adults in a corporate setting is preferred
• Demonstrated ability working in a team environment with excellent interpersonal, organizational, problem solving and time management skills
• Computer literate and proficient with the Zoom platform

START DATE:
CSBA2200 Marketing Fundamentals is one of the 8 courses in the Post-Graduate Certificate in Business Administration Certificate. The program is delivered three times per year in the Fall, Winter and Spring.
This course is 39 hours in length and runs twice per week between Monday and Thursday for 3-hour slots from 8:30am – 11:30am, 12:00pm – 3:00pm, OR 3:30pm – 6:30pm, for a total of 6 hours per week.
This course may be held on campus, live online via the Zoom platform, or via a combination of the two as per public health guidelines due to COVID-19.

The University welcomes applications from all qualified individuals, and encourages individuals within the University's employment equity categories of women, persons with disabilities, members of visible minorities and aboriginal persons, individuals of diverse gender and sexual orientation and all groups protected by the Human Rights Code to apply. York University is committed to employment equity and diversity, and a positive and supportive environment.

York University offers accommodation for applicants with disabilities in its recruitment processes. If you are contacted by York University regarding a job opportunity or testing, please advise if you require accommodation.

If you're interested in committing to our diverse community - we want you here.

Submitting Your Application:
Applications must consist of a cover letter and curriculum vitae. Preferred candidates may be asked for qualification verification (e.g., credentials). Applications are to be addressed and submitted to:

Nicole Pereira
Program Manager, Continuing Professional Education
School of Continuing Studies
nep@yorku.ca