San Francisco State Extended Learning invites applicants for part-time instructor positions in Marketing, Digital Marketing, and Social Media Marketing beginning January 2016.

The department seeks individuals with a background in current marketing practices for the following courses:

- **Market Research and Audience Behavior**
- **Copywriting**
- **Digital Marketing Essentials**
- **Leveraging Social Media Platforms**

The Marketing Certificate Program offers fast-track certificates in Marketing Essentials, Digital Marketing and Social Media Marketing. Students may take courses individually or take the four courses required to earn a fast-track certificate or all twelve to earn the Marketing Certificate.

Students in this program are new to marketing or have been in the marketing field and want to update their knowledge and skills.

**Program Objectives**

- Compare and contrast traditional, digital and social media marketing
- Teach the importance of targeting specific audiences with tailored strategies, tactics and messaging
- Introduce tools that help execute the process of building, growing and evaluating marketing efforts

**Qualifications:**
Candidates must have a BA degree and be currently involved in the marketing field.

Candidates should have a strong background in general marketing principles and current marketing practices.

Candidates with previous teaching experience preferred, especially experience teaching adults with different backgrounds, experience, and learning styles.

Candidates who are bilingual, who have taught online, and who have demonstrated interest in the community and/or social justice are desirable.

**Responsibilities:** The position requires instructors to

- Tailor a syllabus, creating lectures, discussions, exercises, assignment(s), and resources with the adult learner in mind
- Provide feedback to students in a specific, respectful way
- Complete administrative duties including but not limited to taking roll, signing forms, submitting syllabi and materials, and responding to emails from staff and students
- Occasionally answering staff questions about the industry
**Rank and salary:** Part-time instructors in the Marketing Certificate program receive $75/hour per hour teaching in the classroom.

**Application process:**

Submit letter of intent/interest and a current resume to Andrew Brosnan, Program Director, at abrosnan@sfsu.edu. Positions will remain open until filled.

San Francisco State University is a member of the California State University system and serves a diverse student body of 30,000 undergraduate and graduate students

San Francisco State University is an Equal Opportunity Employer with a strong commitment to diversity. We welcome applicants of all ethnic, racial and gender identities, sexual orientations as well as people with disabilities. We particularly encourage those who may be from historically underrepresented groups.

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

**Further information on program and courses:**

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**Course Descriptions:**

**SMM 9120 Market Research and Audience Behavior**

*Course Description:* This course combines two areas necessary to understanding one’s target audience: research and behavior. In addition to giving an overview of basic psychology, this exposes students to different types of marketing research tools and processes.

*Student Learning Outcomes:*
- Identify personal and social aspects that define behavior
- Define components of psychology including motivation, perception, beliefs, attitudes, learning and memory
- Discuss the consumers’ buying decision and/or a business commitment process
- Name different types of marketing tools that can be sued to conduct consumer market research
- List and define steps of a marketing research project
- Discuss issues associated with marketing research
- Practice formulating questions for market research

**SMM 9160 Copywriting**

*Course Description:* A picture may be worth a thousand words, but we most often reflect, analyze, and evaluate using words, not images. This course helps students internalize differences between writing they’ve done historically (academic, daily) and copywriting. Students will have an opportunity
to apply what they have learned about audience analysis to the creation of persuasive copy that engages.

**Student Learning Outcomes:**
- Differentiate copywriting from other forms of writing
- Understand how audience, context, speaker determine content, form, and media of messaging
- Identify the different writing expectations for print, radio, web, digital ads, and social media.
- Manipulate word choice and arrangement to create image and rhythm
- Summarize the requirements for an editorial style guide

**SMM 9300 Digital Marketing Essentials**

*Course Description:*
Although the tenants of traditional marketing hold true, recent technological advances require marketers to refine their approach. This course introduces students to general approaches to the web and specific requirements of digital display advertising and email campaigns.

**Student Learning Outcomes:**
- Understand the role of digital marketing within larger marketing efforts
- Compare and contrast paid and unpaid online advertising
- Analyze the role of social advertising within the digital formats
- Recognize the boundaries of email campaigns and spamming

**SMM 9500 Leveraging Social Media Platforms**

*Course Description:*
Social media platforms continue to evolve. In this course, students review classic platforms (Facebook, Twitter, LinkedIn) and study emerging ones with an eye to how and why to use each one for social media marketing efforts.

**Student Learning Outcomes:**
- Define a social media platform
- Analyze select platforms rhetorically (audience, purpose, context, content and form)
- Determine best use of select platforms
- Craft sample messaging for select platforms based on rhetorical analysis
- Brainstorm possible evolution in social media platforms and the effect it would have on marketing

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**About the College of Extended Learning:** www.cel.sfsu.edu