**Program:** Fast-Track Digital Marketing  
**Posting Title:** Marketing Faculty  
**Rank and Rate:** Instructor

**Position Summary:** San Francisco State College of Extended Learning invites applicants for part-time instructor position in the Fast-Track Digital Marketing Program beginning April 2021.

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

- **Optimization: Landing Pages, Testing and Analytics**

**Course Objectives**

- Differentiate between homepages and landing pages  
- Identify design and structural elements of effective landing pages  
- Understand usability and user experience  
- Review marketing research basics  
- Examine testing approaches for digital media  
- Monitor web analytics and analyze basic data  
- Understand data-driven decision making

For more information regarding the Fast-Track Digital Marketing Program, please visit the department website at [https://cel.sfsu.edu/marketing-certificate/certificate](https://cel.sfsu.edu/marketing-certificate/certificate).

**Qualifications:**  
*Minimum Qualifications*

- Knowledge of Market Research and Digital Marketing  
- BA/BS degree  
- Proficiency in communication  
- Experience working in the Marketing field

*Preferred Qualifications:*

- Experience in the use of landing pages, testing, and analytics  
- Knowledge of A/B, multivariate, and usability testing  
- Familiarity with tools and vendors  
- Acquaintance with analytics and data collection systems

**Appointment Terms:**

The faculty will prepare a course to be delivered online on Tues 4/13, Wed 4/14, Thu 4/15 from 6-9PM and Sat 4/17 from 9:30AM-12:30PM. The faculty will prepare a course syllabus and course assignments that align with the Course Objectives, make the course available on the Moodle-based Learning Management system (iLearn), and grade student assignments. Faculty will be paid $75/ per course hour, which is $75 x 12 = $900. Since this course will be offered remotely online, it can be taught from any location as long as it is delivered in Pacific time. This appointment is for the spring semester with the hope that the faculty will continue to teach in the program every semester, especially summer 2021.
How To Apply:
To apply, submit a cover letter, curriculum vitae with three references, teaching statement or a letter of intent to Karen Nelson Villanueva at knv@sfsu.edu. Screening of applicants will begin immediately and continue until the position is filled.