BUS 341 - FUNDAMENTALS OF MARKETING (4)

Appointment Dates: September 3 – December 20, 2019 (subject to change)
Location: Burnaby
Closing Date: April 10, 2019

COURSE DESCRIPTION:

Provides an introduction to the field and practice of marketing. Takes an expansive approach and addresses how people, ideas, organizations, and places, as well as more conventional products/services, are marketed. The course goes beyond theory and challenges students to apply these concepts to real world situations. Prerequisite: This course is only open to students admitted to the Business Administration Minor between Fall 2012 - Summer 2016 and who have 45 units, OR to students admitted to the Business Administration Minor Fall 2016 - onwards and who have 45 units, and co-requisite BUS 200. Students with credit for BUS 343 may not take BUS 341 for further credit.

RELEVANT EMPLOYMENT DUTIES & RESPONSIBILITIES:

- Work closely with the course coordinator, Program Director and teaching assistants
- Deliver lectures which will provide the essential theory and background information to students
- Oversee the Teaching Assistants’ duties while adhering to the TSSU-SFU Collective Agreement.
- Hold regular meetings with Teaching Assistants to ensure cohesiveness in the course.
- Oversee the grading of assignments and end-of-term examination to ensure that marking standards are appropriate and uniformly applied.
- Compile the final examination and term marks, and submits the final marks, for students in the course.
- Provides study aids for the students.

REQUIRED QUALIFICATIONS:

The successful applicant must have a Ph.D. in a related area of business (completed or near completion), distinguished professional experience, and outstanding teaching experience in the course subject matter.

APPLICATION PROCEDURES:

Applications should be sent by email to beedie_tssu@sfu.ca only. Please include the course number and term in the Subject of your email. Should you submit your application to any other email address it may not be processed.

Complete applications should consist of:

- a cover letter stating your intent to apply for the position and which demonstrates how you meet the qualifications for the position,
- your resume, and
- academic transcripts (only required if this is your first application).