BUS 447 – GLOBAL MARKETING MANAGEMENT (3)

Appointment Dates: January 2 – April 30, 2020
Location: Burnaby
Closing Date: November 28, 2019
Reserved PhD: Yes

**COURSE DESCRIPTION:**

The world is a Global Village. With the emergence of WTO conventional trade barriers of countries are now slowly but surely breaking down. With the growing power of the internet and e-commerce customers all across the world are buying in now what is being referred to as a Global Market. Marketing is at the heart of the activities of the organization. In order for organizations to be successful they have to increasingly look beyond their current operating regions and market their products all over the world. This course gives students a detailed insight and understanding of the various functions and resources required to be a successful global marketer.

**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 PhD in marketing completed or near completion 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).