BUS 448 – INTEGRATED MARKETING COMMUNICATIONS (4)

COURSE DESCRIPTION:

An integrative approach to the study of promotion including advertising publicity, personal selling and sales promotion; evaluation of the role promotion has in marketing and the economy; formulation and analysis of promotional goals, planning, organizing and controlling; utilization of market research studies; forecasting, budgeting, media selection; promotion institutions

RELEVANT EMPLOYMENT DUTIES & RESPONSIBILITIES:

- Working closely with the course coordinator, Undergraduate Program Director and teaching assistants
- Deliver lectures which will provide the essential theory and background information to students
- Oversees the Teaching Assistants' duties in accordance with the TSSU-SFU Collective Agreement
- Holds 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 Business Administration or Marketing and teaching experience in the course subject area.

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 qualifications for the position,
- your resume,
- names and contact information of at least three referees, and
- academic transcripts (only required if this is your first application).