



SAN DIEGO STATE
UNIVERSITY

Tenure-track Faculty in Advertising/Branded Digital Communications
School of Journalism and Media Studies | San Diego State University

The School of Journalism and Media Studies at San Diego State University invites applications for a tenure-track faculty position in advertising/branded digital communications at the level of assistant professor, to start August 2016.

Responsibilities: The successful candidate will be able to teach in the long term across the undergraduate advertising curriculum, as well as graduate seminars in an advertising-related area. The immediate teaching need, in rank order, is for coverage of courses in advertising strategy and social media, advertising campaigns, advertising research, and advertising strategy and digital analytics platforms. The faculty member is expected to have a scholarly research agenda in advertising and/or branded digital communications (broadly defined) and also provide service to the School and professional advertising communities.

Required Qualifications: An earned doctorate in advertising, mass communication, marketing, integrated marketing communication, or a related field is required by the position start date. Candidates should have a demonstrated commitment to excellence in both teaching and research, in line with SDSU's teacher-scholar model. Evidence or promise of a strong research agenda in advertising and/or branded digital communications (broadly defined) is required. Relevant professional work experience in advertising is strongly preferred.

Desired Qualifications: We seek a "visionary," a candidate who is able to express his/her own perspective on where the field of advertising is heading and who possesses the desire and skills necessary to revise and create courses that help students understand this vision, thereby contributing to both the growth of the advertising specialization and to students' post-graduation success.

The ideal candidate should have a track record of teaching college-level advertising courses. We are particularly interested in candidates with expertise for and/or experience in teaching undergraduate courses in advertising strategy and social media, advertising campaigns, advertising research, and advertising strategy and digital analytics platforms. The new faculty member would also be expected to contribute to graduate-level teaching as needed on a rotational basis. For example, the new hire could teach one of the existing advertising-focused graduate seminars (advertising research or digital analytics). In alignment with the University's teacher-scholar model, the new tenure-track hire could also teach a dual-level elective fitting the candidate's area(s) of research interest and his/her research program. In addition, the new hire should expect to serve on master's thesis committees.

One of the goals of the School of Journalism and Media Studies Strategic Plan is to maintain our international research reputation in advertising and public relations. The new tenure-track hire should have a strong program of scholarship already in development. Unique scholarly strengths could include 1) research interests relevant to advertising, particularly digital and social media, 2) advertising to ethnic markets, advertising to Spanish-language consumers in the U.S, and advertising in Latin America or Asia; and 3) research that contributes to cross-disciplinary scholarship in advertising and marketing, advertising and business, and/or advertising and media entrepreneurship. Fluency in both English and another language (e.g., Spanish) would be a plus.

SDSU is a large, diverse, urban university and Hispanic-Serving Institution with a commitment to diversity, equity, and inclusive excellence. Our campus community is diverse in many ways, including race, religion, color, sex, age, disability, marital status, sexual orientation, gender identity and expression, national origin, pregnancy, medical condition, and covered veteran status. We strive to build and sustain a welcoming environment for all. SDSU is seeking applicants with demonstrated experience in and/or commitment to teaching and working effectively with individuals from diverse backgrounds and members of underrepresented groups.

Rank and Salary: This is a tenure-track faculty position at the assistant professor level. Appointment to the position requires that the candidate's doctoral degree be earned by the appointment start date in August 2016. Salary will be commensurate with qualifications and experience.

Applications: Review of application materials will begin **September 1, 2015**, and continue until the position is filled. Applicants should apply via Interfolio at <http://apply.interfolio.com/30078>. All additional inquiries should be addressed to:

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About the Advertising Program at SDSU: At the undergraduate level, the advertising specialization in the School of Journalism and Media Studies is a five-course sequence designed to empower students with the conceptual knowledge and applied skills that are required for leadership positions in branded digital communications. The courses now address digital branded communications from the perspective of strategy, creative, and research. The specialization seeks an individual with the academic and professional competencies that will allow significant contributions to the current program and program expansion.

About the School of Journalism and Media Studies: The successful candidate will become part of a school with 18 tenured and tenure-track faculty, 3 full-time lecturers, about two dozen part-time lecturers, and more than 700 majors, pre-majors, and graduate students. Undergraduate program areas include advertising, journalism, media studies, and public relations. The School offers a master's degree program in mass communication and media studies, as well as a master's degree program in learning design and technology. The School is part of the College of Professional Studies and Fine Arts, one of seven colleges that serve a university community of 35,000 students in a fast-growing, culturally rich, metropolitan area with a loyal regional base and strong national and international relationships. For more information, visit: <http://jms.sdsu.edu>.

About San Diego State University:

San Diego State University is the oldest and largest higher education institution in the San Diego region. Since its founding in 1897, the university has grown to become a leading public research university. Each year, SDSU provides more than 35,000 students with the opportunity to participate in an academic curriculum distinguished by direct contact with faculty and an increasing international emphasis that prepares them for a global future. Overall, San Diego State students can choose from 91 undergraduate majors, 78 master's programs and 22 doctoral degree programs.

SDSU ranks among the top universities nationwide in terms of ethnic and racial diversity among its student body, as well as the number of bachelor's degrees conferred upon students of color. Increasingly recognized for innovative research, SDSU is establishing itself as one of the leading public research universities. It is classified as a "research-high" institution by the Carnegie Foundation. Research funding has more than doubled from a decade ago. Since 2000, SDSU faculty and staff have attracted more than \$1 billion in grants and contracts for research and program administration.

EO-1083 Mandated Reporter Statement: The person holding this position is considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirement set forth in CSU Executive Order 1083 as a condition of employment.

EEO Statement: SDSU is a Title IX, equal opportunity employer and does not discriminate against persons on the basis of race, religion, national origin, sexual orientation, gender, gender identity and expression, marital status, age, disability, pregnancy, medical condition, or covered veteran status.