



SAN DIEGO STATE  
UNIVERSITY

**Visiting 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 full-time, two-year, visiting faculty position in advertising/branded digital communications (non-tenure-track), at the level of assistant professor or lecturer, to start August 2015.

**Responsibilities:** The successful candidate will be able to teach in the long term across the undergraduate advertising curriculum, including both skills-based and theory courses, as well as graduate seminars in an advertising-related area. In the short term, the immediate teaching need is for coverage of the advertising creative and advertising campaigns courses. The visiting 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:** Candidates should have a demonstrated commitment to excellence in both teaching and research, in line with SDSU's teacher-scholar model. Relevant professional work experience in advertising is required. Evidence or promise of a strong research agenda in advertising and/or branded digital communications (broadly defined) is required.

**Desired Qualifications:** We seek a "visionary," a candidate who is able to express his/her own perspective on where the field of digital branded communications 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. An earned doctorate in advertising, marketing, integrated marketing communication, mass communication or a related field is strongly preferred by the position start date.

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 research, advertising creative, digital media planning, and advertising and social media strategy. Applicants also should have an interest in designing and teaching courses broadly related to branded digital communications at the graduate level, in addition to serving on master's thesis committees.

Applicants should be able to demonstrate the ability to teach one or more of the following: advertising creative with an emphasis on digital creative strategy and tools; advertising research with an emphasis on new and emerging digital research techniques; advertising and social media with an emphasis on the strategic use of social platforms. Fluency in both English and another language (e.g., Spanish) would be a plus.

**Rank and Salary:** This is a two-year visiting faculty position at the assistant professor or lecturer level. Appointment to the position at the assistant professor level requires that the candidate's doctoral degree be earned by August 1, 2015. Appointment as a visiting lecturer is possible if the candidate has not earned the doctoral degree by August 1, 2015. Salary will be commensurate with qualifications and experience.

**Applications:** Review of application materials will begin October 1, 2014, and continue until the position is filled. Each application should be mailed in hard copy and include (a) a letter of interest summarizing the candidate's qualifications, (b) a curriculum vita, (c) a transcript of all graduate courses taken, (d) a sample syllabus for a course the candidate has taught or would be interested in teaching, and (e) names and contact information for three references. All applications and inquiries should be addressed to:

**Barbara Mueller, Ph.D.**  
**Advertising Search Committee Chair**  
**Professor**  
**School of Journalism and Media Studies**  
**San Diego State University**  
**5500 Campanile Drive**  
**San Diego CA 92182-4561**  
**muelle1@mail.sdsu.edu**

**About the Advertising Program at SDSU:** At the undergraduate level, the advertising specialization in the School of Journalism & 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 17 tenured and tenure-track faculty, 3 full-time lecturers, 20 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.

*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.*

*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.*

*Diversity Statement: 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.*