Brandeis University, Division of Graduate Professional Studies
Adjunct Faculty
Digital Marketing and Design

a. Program/Course Specific Qualifications

<table>
<thead>
<tr>
<th>Job Summary</th>
<th>Teach a 10-week distance learning graduate course at least once a year, in the Digital Marketing and Design degree program.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course(s)</td>
<td>• [Special Topics in Digital Marketing and Design (RDMD290)](Free Methods of Digital Marketing)</td>
</tr>
</tbody>
</table>

Subject Matter Qualifications

<table>
<thead>
<tr>
<th>General Qualifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Strong knowledge of emerging trends in the field of Digital Marketing.</td>
</tr>
<tr>
<td>• Eager to facilitate robust discussions across several relevant topics.</td>
</tr>
<tr>
<td>• Excellent written communication skills and enthusiasm for teaching.</td>
</tr>
</tbody>
</table>

Special Topics in Digital Marketing and Design (RDMD290) (Free Methods of Digital Marketing)

<table>
<thead>
<tr>
<th>Special Topics in Digital Marketing and Design (RDMD290) (Free Methods of Digital Marketing)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A cross-functional expert with strong analytical, technical, and creative skills.</td>
</tr>
<tr>
<td>• Has built or advised companies through periods of marked growth with little or no budget.</td>
</tr>
<tr>
<td>• Has 2+ years operating experience leading Growth, Growth Marketing, Growth Hacking, Performance Marketing, Acquisition Marketing, or Digital Marketing efforts.</td>
</tr>
</tbody>
</table>

b. General Responsibilities, Skills and Qualifications

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Graduate Professional Studies, Adjunct Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Job Responsibilities for GPS Adjunct Faculty</td>
<td>Depending on a specific course's needs:</td>
</tr>
<tr>
<td></td>
<td>• Review/refine a course syllabus to include faculty-specific contact information and course policies.</td>
</tr>
<tr>
<td></td>
<td>• Modify an existing course syllabus as necessary to realize revised course and weekly outcomes, following program chair guidance.</td>
</tr>
<tr>
<td></td>
<td>• Develop a course syllabus for a new course, following our syllabus template and course standards.</td>
</tr>
<tr>
<td></td>
<td>Develop online content and other course materials in support of course and weekly outcomes, including:</td>
</tr>
</tbody>
</table>
• Content that supports and enhances required readings for the course; includes the author's experiences and perspectives on key points; aligns with the associated weekly objectives and outcomes.
• Assignments/assessments that demonstrate the course and weekly outcomes.

Create/refine the course site in the learning management system, LATTE (Moodle), following GPS course site standards.

Deliver the online course consistent with the corresponding Rabb School / GPS Online Course Standards.
• Participate actively in the online discussions: sharing experiences and perspectives; probing students with questions that require critical thinking skills; highlighting key learning points; answering student questions.
• Provide relevant and timely feedback on submitted student work, including participation.
• Compile and report grade-related information to students and administration.
• Inform and discuss student issues with GPS staff members as applicable.

Adhere to all GPS Faculty policies and procedures, as defined in the Faculty Handbook.

Participate in regular faculty meetings, face-to-face and/or virtually, and contribute to process improvement efforts, including the regular self-evaluation of course outcomes, assessments, and their alignment.

**General Skills for GPS Adjunct Faculty**

<table>
<thead>
<tr>
<th>Strong interpersonal skills when relating to students.</th>
</tr>
</thead>
</table>

Effective written communication skills, including the abilities to:
• Convey complex topics in one's subject-matter to others.
• Project a professional and appropriate online tone.
• Moderate online discussions to promote in-depth engagement in course topics.
• Provide useful feedback to students via their graded work.

Time management skills:
• Faculty must be able to devote adequate time to courses, communicating timely feedback, engaging regularly in discussions, and responding to student correspondence in a timely manner.
| General Qualifications for GPS Adjunct Faculty | • Master’s degree or above in related field preferred.  
• At least 5 years of experience in related field.  
• Teaching experience preferred.  
• Online teaching and/or learning experience preferred. |