Brandeis University’s Graduate Professional Studies (GPS) is looking for an industry leader to develop and teach in our MS in Digital Marketing and Design Program. Brandeis University is consistently ranked among the nation’s top universities, and our online courses are developed using best practices in online learning. Information about [Brandeis University](http://www.brandeis.edu) and [Graduate Professional Studies](http://gps.brandeis.edu) can be found online.

**About the course:**

RDMD 130: [Multichannel Marketing Campaigns](http://www.brandeis.edu) is a core course that serves as a strategic and practical guide to designing, conducting and measuring multichannel marketing initiatives for B2B and B2C brands. The course is designed to teach the fundamentals of 21st century digital marketing – based on creating on-going, seamless customer experiences across digital and traditional channels. Foundational topics cover the three stages of marketing: The New Customer Journey, and Why the Marketing Campaign is dead; Developing customer journeys – the fundamentals; Content, Channels and Measurement for Consumer Journeys. Additional course topics include principles of paid, owned, and earned as converged digital marketing, and the role of diagnosing the channels for acquiring new customers.

**Qualified candidates will have Subject Matter Qualifications in the following areas:**

**Required:**

- Current active employment in the Digital Marketing field, or related industry
- Expertise in building or scaling marketing campaigns across multiple media such as digital, mobile, television, out-of-home, radio, print, and social
- Understanding of how to construct and deploy a budget taking into account multiple inbound and outbound marketing channels
- Comfortable applying various digital marketing channel approaches to various types of organizations (such as B2B vs B2C, healthcare versus finance, for-profit versus nonprofit)
- Knowledge of the concepts of different attribution and measurement models (such as click-based and multi-touch)
- Experience with the tools and platforms that can help build, track, and analyze multi-channel marketing efforts
- Minimum of a Master’s Degree

**Preferred:**

- Teaching experience preferred; online teaching or learning experience preferred

**General responsibilities include:**

- For new courses requiring development:
  - Design a syllabus following program chair guidance and the syllabus template
  - Create content that aligns with course outcomes and offers the author’s experiences and perspectives on key points
For all courses - develop and deliver the course according to our teaching standards, which include actively facilitating online discussions, providing relevant and timely feedback on student work, reporting grades, and discussing student issues with staff

- Create or refine and facilitate the course site in the Moodle learning management system

**General skill requirements include:**

- Strong interpersonal skills when relating to students
- The ability to communicate effectively in writing, including conveying complex information and promoting in-depth engagement on course topics
- The ability to devote adequate time to courses, including responding to students and providing meaningful feedback in a timely manner

**About GPS Faculty:**

GPS Faculty instructors are active practitioners in the industries that align with our programs and have the professional expertise to bring to course discussions and threads. Instructors are part time and work fully online, with no requirement to appear on campus. Our faculty have earned at least a master's degree with many holding terminal academic degrees and industry-specific credentials. Previous experience teaching online is not required; GPS offers a comprehensive training program for qualified applicants.

**How to apply:**

GPS welcomes applications for its adjunct faculty pool on an ongoing basis. The application process consists of the online application and, if subject matter qualifications are met, a series of interviews at the discretion of the Program Chair and Associate Director of Faculty Operations. [Complete your application online.](#)