

## Job posting

**Position:** Instructor, [Business and Management Programs](#)

**Start Date:** Seeking instructors for September 2024 onward

**Term Start:** September, January and May annually

**Closing Date:** Posting will remain open until positions are filled

**Instruction Hours:** 39 (3 hours classroom time, once per week) per section, plus preparation

**Delivery Mode:** While we deliver both [online and face-to-face courses](#), priority will be given to instructors available to teach **face-to-face** courses at this time

**Pay:** Dependent upon class size (starting at \$5,750)

Continuing education has been an integral part of the University of Victoria since its inception in 1963. Today, the [Division of Continuing Studies](#) (DCS) provides adult and continuing education programming in co-operation with UVic faculties and community partners. We offer a comprehensive portfolio of programs in a range of academic disciplines using diploma, certificate, degree and other programming models to serve adult, part-time, international and geographically dispersed students.

### Position Summary:

The Division of Continuing Studies is interested in developing long-term relationships with superior instructors who have high professional standards, excellent communication skills, enthusiasm and a commitment to creating learning experiences immersed in adult education principles.

We are seeking a professional who desires the opportunity to share their knowledge and experience in the field of marketing and communication. Our learners are seeking to enhance their current knowledge, skills, and abilities, and expand their career options.

### Qualifications:

- Master's Degree or Professional Designation in a related field or an equivalent combination of education and experience;
- An understanding of the needs of the increasingly diverse workforce;
- Industry experience with the ability to illustrate your teaching with real life examples;
- Previous teaching experience (designing content for a course, training or presentation) is preferred;
- Instructional experience with domestic and international adult or non-traditional learners is considered an asset;
- Excellent interpersonal, communication, and facilitation skills.

### Key Duties/Responsibilities:

- Develops and provides students with an approved Division of Continuing Studies syllabus based on the provided course description and learning outcomes, including detailed assignment dates, descriptions, list of readings and resources, rubrics, schedule and evaluations;
- Organizes, prepares, and regularly revises and updates all course material;
- Uses appropriate technological options for course-related software, as applicable;

- Models effective oral and written communications that engage learners, provide clarity, and provide a rich learning environment for participants;
- Ensures all content delivered corresponds with overall course learning outcomes;
- Demonstrates consistency and fairness in the preparation and grading of submitted work and ensures that feedback is timely and comprehensive.

We are seeking instructors for the following courses within the **Certificate in Business Administration (CBA)** and **Diploma in Business Administration (DBA)**;

### **Marketing – BMBA240**

This course has been designed to introduce you to the fundamentals of marketing. You will learn the fundamentals of key marketing theories, concepts, and principles as well as their application in making sound marketing management decisions in a variety of for-profit and not-for-profit organizations.

Upon completion of this course, students will be able to:

- Explain what Marketing is and describe how the elements of Marketing are used to support organizational planning and strategy
- Apply secondary market research to inform Marketing decision
- Evaluate how consumers are defined and considered in Marketing plans and strategy
- Analyze how organizations use the Marketing Mix (Product, Place, Price, Promotion) to build a Marketing Plan
- Show effectiveness as a team and class member

[View sample course outline](#)

### **Marketing Communication – BMBA330**

This course looks at an effective and strategic approach for implementing the promotional aspects of marketing. You will learn and develop your skills in Integrated Marketing Communications (IMC) tools including social media, public relations, corporate communications, sales promotion, sponsorship, cross-cultural marketing, advertising and new communications. The integrating approach is used today by marketing departments to maximize the effectiveness of communication, be more cost effective, and ensure diverse audiences or stakeholders can receive and respond to clear marketing and organizational messages. The course will explore the PESO model and media planning as ways to apply this integration.

Upon completion of this course, students will be able to:

- Explain what integrated marketing communications is and how IMC supports the organization's marketing plans with more comprehensive and consistent messaging, clearer alignment with target audiences and strategic use of communication tools
- Create effective integrated promotion strategies by applying marketing communications principles
- Demonstrate the effectiveness of a marketing plan based on analysis of communication elements such as Advertising, Public Relations, Sales Promotion, Direct Response, and Personal Selling and Sponsorship
- Develop and build an effective and ethically based integrated marketing communications plan; and,
- Apply principles of creativity to IMC strategies and planning

[View sample course outline](#)

### **How to apply:**

Please submit a cover letter and current resume (in pdf format), indicating your area of expertise within the above-mentioned courses to: Geneviève Lemay, Program Coordinator: [bmpcoord1@uvic.ca](mailto:bmpcoord1@uvic.ca)

**Equity Statement:** *The University of Victoria is an equity employer and encourages applications from women, persons with disabilities, members of visible minorities, Aboriginal Peoples, people of all sexual orientations and genders, and others who may contribute to the further diversification of the University. All qualified candidates are encouraged to apply; however, in accordance with Canadian Immigration requirements, Canadians and permanent residents will be given priority.*

