Digital Marketing Instructor

Description:
Cal State Fullerton, University Extended Education is seeking instructors for the Digital Marketing certificate program. Instructors will be responsible for creating the course curriculum and facilitating meaningful learning that will enable students to develop the skills and fulfill the needs of the marketplace.

Responsibilities:
- Develop curriculum and provide online and on campus instruction according to the course topic outline
- Relate professional/life/industry experience into the learning environment
- Provide regular and timely feedback to students
- Follow current course outlines, objectives, and evaluation mechanisms for the program and/or develop such when requested by the Program Developer
- Maintain and update course content when necessary
- Monitor student attendance and participation
- Provide feedback, grade assignments, return graded assignments to students, and assign final grades for all students in a timely manner

Required Qualifications:
- Applicable experience in digital marketing, specializing in one or more of the following areas:
  - Site Optimization and Strategic Search Engine Marketing
  - Email Marketing and Online Advertising
  - Social Media Marketing
  - Mobile Marketing
- Master’s degree or equivalent
- Excellent interpersonal and presentation skills
- Ability to utilize different methods and mediums in delivering course material

Desired Qualifications:
- Experience teaching adult learners
- Ability to work with a diverse group of students

Please send resume to Kim Tang at ktang@fullerton.edu