

# MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

## **BA647 Strategic Marketing for Global Supply Chain Managers Adjunct Faculty Position INTERNAL POSTING ONLY**

### **POSITION OVERVIEW**

This document describes duties that the Academy expects of adjunct faculty members. Adjunct faculty are non-permanent, temporary faculty who are hired on a semester by semester basis.

This current opening is expected to teach #4 credit hours in the **Summer 2017 Term**

### **BA647 Strategic Marketing for Global Supply Chain Managers**

This course will focus on the application of strategic marketing management principles in international business organizations. Specific attention will be given to the importance of supply chain optimization to overall marketing strategy. Students will study the relationship of marketing to organizational strategy formulation, brand management, business-to-business relationships, business-to-consumer opportunities, and contemporary logistics challenges. Course will include lectures, case studies and group projects.

### **TEACHING**

Teaching responsibilities include time spent in the classroom, fieldtrips, arranging tours; meeting with clients, and in immediate preparation for these; maintaining and improving competence in subjects being taught; preparing contemporary teaching materials; conferring with students on course materials; directing individual and group studies; reviewing written examinations and papers; evaluating presentations; and assigning grades according to existing Academy policy.

### **OTHER ASPECTS OF FACULTY PERFORMANCE**

Collegiality, as well as professional and ethical conduct, enhances teaching, learning and the general reputation of all persons in the academy. Therefore, all faculty members are expected to serve in a collegial fashion and in accordance with professional and ethical principles when dealing with other faculty members, students, administrators, and members of the public.

### **DUTIES**

- Teach at graduate level in areas allocated by the Dean of the Loeb-Sullivan School.
- Contribute to the development, planning and implementation of a high quality curriculum.
- Assist in the development of learning materials, by preparing syllabus and lesson plans and maintaining records to monitor student progress, achievement and attendance.
- Participate in the development, administration and marking of exams, papers, presentations, and other assessments.
- Provide advice and support to students.
- Inform students of their progress by promptly returning assignments, quizzes, papers and exams
- Maintain an awareness and enforce fire and health and safety regulations applicable to the teaching location.

**ESSENTIAL SKILLS**

- Teaching and other forms of public presentation.
- Proven record of ability to supervise academic work by graduate students.
- Proven record of ability to manage time and work to strict deadlines.
- Ability to write clearly and tailor communication style to meet the needs of the recipient.
- Ability to work collaboratively.
- Commitment to high quality teaching and fostering a positive learning environment for students
- Commitment to MMA's policy of equal opportunity and the ability to work harmoniously with colleagues and students of all genders, cultures and backgrounds
- Excellent interpersonal, organizational and communication skills are essential
- Ability to maintain composure in stressful situations
- High degree of professionalism
- Demonstrated integrity and ability to maintain confidentiality

**MINIMUM QUALIFICATIONS**

- An MBA or MS from an accredited institution in marketing, advertising, entrepreneurship, or similar related field(s) and a minimum of 7 years of industry related experience are required. A doctorate and a minimum of 5 years teaching in higher education are preferred. Preference will be given to candidate(s) with experience developing and/or delivering online courses at the undergraduate or graduate level.
- Membership in relevant professional organization(s).
- Normally will have produced creative work, professional writing or research in refereed and other professional journals, and be a recognized authority in the field of specialization.

**SPECIAL CONDITIONS**

- Background check is required
- Must present original copies of transcripts