

MAINE MARITIME ACADEMY

A College of Engineering, Management, Science, and Transportation

Adjunct Faculty Position – Online – Graduate Program: BA505 – Strategic Marketing for Managers

POSITION OVERVIEW

Adjunct faculty are non-permanent, temporary faculty who are hired on a semester-by-semester basis. This opening is expected to teach a 9-week, 3-credit hours course in either the **Fall 2024 – Session 1 or Session 2 Term**. Session 1 runs from mid-August to mid-October and Session 2 from mid-October to mid-December. This is a graduate level online course taught in an asynchronous environment. The successful candidate will develop and deliver course material utilizing a variety of interactive tools including video. This candidate will also manage the graduate online course through discussions, group projects, and other assessment means.

Due to State Hiring Requirements, you must be a resident of the State of Maine.

COURSE DESCRIPTION

Explore the practical application of strategic marketing management principles within international business organizations through this course. Emphasis is placed on the pivotal role of supply chain optimization in shaping comprehensive marketing strategies. Delve into the intricate connections between marketing and organizational strategy formulation, brand management, business-to-business relationships, business-to-consumer opportunities, and the current challenges in logistics. Engage with the material through lectures, case studies, and collaborative group projects, gaining a holistic understanding of strategic marketing in a global context.

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

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, management, supply chain management, or similar related field(s) and a minimum of 5 years of direct industry related experience are required. A doctorate and a minimum of 5 years teaching in higher education are preferred.

SPECIAL CONDITIONS

- Background check is required
- Must present original copies of transcripts
- Tobacco free campus