



CLARK ATLANTA UNIVERSITY

Job Description

Position Title:	Lecturer
Department:	Department of Marketing, School of Business
Reports To:	Program Director and/or Chair, Department of Marketing

The following statements are intended to describe the general nature and level of work to be performed and are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All duties listed are essential functions for the position. It is understood that other related duties may be assigned.

General Function (Description):

The Department of Marketing in the School of Business at Clark Atlanta University (CAU) invites applications for a non-tenure track Lecturer position in Marketing beginning Fall 2026. The successful candidate will demonstrate excellence in teaching and student engagement and will contribute to the academic mission of the School of Business through high-quality instruction, curriculum development, advising, and service.

The Lecturer will teach undergraduate and graduate marketing courses and support the department's commitment to preparing students for successful careers in a dynamic global business environment.

Examples of Duties and Responsibilities:

- Teach undergraduate and graduate courses in marketing and related disciplines.
- Develop and maintain course syllabi, instructional materials, assessments, and learning activities that align with departmental and university standards.
- Utilize innovative and effective teaching methodologies, including technology-enhanced learning and experiential learning opportunities.
- Advise and mentor students regarding academic and career development.
- Maintain regular office hours and provide timely feedback to students.
- Participate in curriculum review and development activities to ensure program relevance and quality.
- Support student recruitment, retention, and engagement initiatives.
- Participate in departmental, school, and university committees and service activities.
- Collaborate with faculty and staff to enhance the academic experience and promote student success.
- Maintain professional currency in the discipline through continued professional development and industry engagement.
- Perform other duties as assigned by the Department Chair or Dean.

Knowledge, Skills and Abilities:

- Demonstrated knowledge of contemporary marketing theory and practice.
- Ability to teach a variety of marketing courses, including but not limited to Principles of Marketing, Consumer Behavior, Digital Marketing, Marketing Strategy, Marketing Research, Sales Management, and Integrated Marketing Communications.
- Strong commitment to student-centered teaching and learning.

- Excellent written, verbal, and interpersonal communication skills.
- Ability to engage and motivate diverse student populations.
- Experience utilizing instructional technologies and learning management systems.
- Strong organizational and time management skills.
- Ability to work collaboratively with faculty, staff, students, and external stakeholders.

Preferred Qualifications

- Professional experience in marketing, advertising, brand management, digital marketing, market research, sales, or related business fields.
- Prior college-level teaching experience.
- Experience with online, hybrid, or technology-enhanced instruction.
- Demonstrated commitment to student mentoring and academic success.
- Industry certifications in marketing, digital analytics, social media marketing, or related areas are desirable.

Minimum Hiring Standards:

Education	Master's degree in Marketing, Business Administration (MBA) with a concentration in Marketing, or a closely related field from an accredited institution required. Doctorate in Marketing or a related field preferred.
Years of Experience	Minimum of three (3) years of professional and/or collegiate teaching experience in marketing or a related field.
Years of Management/Supervisor Experience	None required.

Clark Atlanta University is an Equal Opportunity/Affirmative Action Employer