Lecturer, Advertising  
Department of Mass Communication  
College of Fine Arts and Communication  
COFAC-N-3239L  

Position:  
The College of Fine Arts and Communication invites applications for a non-tenure track, 10-month Lecturer position in Advertising in the Department of Mass Communication beginning August 2019.

Qualifications:  
Earned M.A. or M.S. in mass communication, advertising, or related field, and demonstrated success or potential as a classroom teacher. Professional and teaching experiences in copywriting, advertising creative, content creation, digital advertising, and/or integrated marketing communications are highly desirable. Experience in AAF (American Advertising Federation) advising is a plus.

Responsibilities:  
Teach four three-credit courses per semester in the undergraduate track in Advertising among the following: Advertising Copywriting, Principles of Advertising, Mass Media Graphics, and Advertising Campaigns, in the order of priority. Opportunities might exist to teach other courses depending on the applicant’s area of specialty and the need of the department. Undergraduate advising is part of teaching responsibilities. Service to the department, college, and university is expected. The successful candidate must have the ability to work with a diverse student population and be sensitive to the educational needs of these students.

The Department:  
The department offers an undergraduate major in Mass Communication with three tracks in Advertising, Strategic Public Relations and Integrated Communication, and Journalism and New Media. At the graduate level, the department offers a Master of Science in Communication Management. The department annually enrolls over 700 majors served by 21 full-time and 20 part-time faculties.

Towson University:  
Towson University was founded in 1866, is recognized by U. S. News and World Reports as one of the top public universities in the Northeast and Mid-Atlantic regions, is Baltimore’s largest university, and is the largest public, comprehensive institution in the University of Maryland System. TU enrolls almost 19,000 undergraduates and more than 3,000 graduate students across six academic colleges (business, education, fine arts, health professions, liberal arts, science & mathematics), has over 900 full-time faculty, and offers 65 bachelor’s, 42 master’s, and 4 doctoral programs. Our centrally located campus sits on 330 rolling green acres and is 10 miles north of Baltimore, 45 miles north of Washington D.C., and 95 miles south of Philadelphia.

Application Process:
Review of applications begins on March 4, 2019 and continues until the position is filled. Submit a letter of application, curriculum vitae, evidence of potential for teaching effectiveness, contact information for three references, and an unofficial copy of graduate transcripts to:

Chair, Lecturer Search—Advertising  
Department of Mass Communication  
Towson University  
8000 York Road  
Towson, MD 21252

All or part of the application may be submitted via email to AdLecturer19@towson.edu. Please indicate “position number” (i.e., COFAC-N-3239L) in the subject line.

For candidates who advance to the next stages of the search process, three letters of recommendation (sent under separate covers) are required. Official transcripts are required prior to hire.

A Criminal Background Investigation is required for the hired candidate and the results may impact employment.

Please be sure to visit https://www.towson.edu/inclusionequity/employment/data.html to complete a voluntary on-line applicant data form. The information you provide will inform the university’s affirmative action plan and is for statistical-related purposes only. The information will not be used for any other purpose. Please note that the search number for which you have applied is: COFAC-N-3239L.

Towson University is an equal opportunity/affirmative action employer and has a strong institutional commitment to diversity. Women, minorities, persons with disabilities, and veterans are encouraged to apply.