

**San José State University**  
**San José, California**  
**ANNOUNCEMENT OF POSITION AVAILABILITY**  
*Subject to Budgetary Approval*  
*Advertising*

**Job Requisition Number (JRN):** 012114

**Rank:** Assistant or Associate Professor, Tenure-Track

**Qualifications:** The School of Journalism and Mass Communications is seeking an outstanding individual for the advertising degree program, the only such program in northern California. A Ph.D. and a research interest in advertising and related fields are preferred, but a master's degree and significant professional experience directly related to teaching assignment may be substituted for the doctorate. Applicants should have awareness of and sensitivity to the educational goals of a multicultural population as might have been gained in cross-cultural study, training, teaching and other comparable experience.

**Responsibilities:** The successful candidate will be able to prepare students for the changing advertising environment of the 21<sup>st</sup> century, which includes such subjects as multi-media, the Web, interactive advertising, digital communication, and integrated marketing. The candidate will have knowledge and expertise in advertising management, art direction and layout, media placement, campaigns, and copywriting. The candidate will be expected to teach a variety of advertising courses, fulfill a leadership role in the advertising degree program, advise undergraduates on careers and major requirements, serve on graduate committees for projects and theses, make contributions to the overall governance and curriculum of the School, and actively participate in professional advertising/marketing organizations at the local, state, and national level. It is also expected that the successful candidate will publish articles in refereed journals and/or well-established professional publications in the advertising/marketing communications field. Candidate must address the needs of a student population of great diversity – in age, cultural background, ethnicity, primary language and academic preparation – through course materials, teaching strategies and advisement.

**Salary Range:** Commensurate with qualifications and experience.

**Starting Date:** August 21, 2006

**Eligibility:** Employment is contingent upon proof of eligibility to work in the United States.

**Application Procedures:**

For full consideration send a letter of application, vita, statement of teaching interests/philosophy and research plans, and contact information for at least three references by December 12, 2005 to:

Dr. William Briggs, Director School of Journalism & Mass Communications San José State University One Washington Square San Jose, CA 95192-0055 Email: <a href="mailto:bbriggs@casa.sjsu.edu">bbriggs@casa.sjsu.edu</a> Telephone: 408-924-3249	Please include the Job Requisition Number (JRN) on all correspondence.  Review of applications will begin on December 12, 2005
<b>POSITION WILL REMAIN OPEN UNTIL FILLED</b>	

**The School:** The School of Journalism & Mass Communications offers undergraduate degrees in Advertising, Public Relations, and Journalism (with sequences in broadcast news, magazine, photojournalism, and reporting-editing) and the M.S. degree in mass communications. The School has approximately 750 undergraduates and graduate students, including 270 majors in Advertising. It is the largest program in the San Francisco Bay area and northern California. The School is accredited by ACEJMC. The web site is: [www.jmc.sjsu.edu](http://www.jmc.sjsu.edu)

San José State University is California's oldest institution of public higher learning. The campus is located on the southern end of San Francisco Bay in downtown San José (Pop. 919,000), hub of the world-famous Silicon Valley high-technology research and development center. Many of California's most popular national, recreational, and cultural attractions are conveniently close. A member of the 23-campus CSU system, San José State University enrolls approximately 30,000 students, a significant percentage of whom are members of minority groups. The University is committed to increasing the diversity of its faculty so our disciplines, students and the community can benefit from multiple ethnic and gender perspectives.

SJSU is an Equal Opportunity/Affirmative Action Employer committed to nondiscrimination on the bases of race, color, religion, national origin, sex, sexual orientation, gender status, marital status, pregnancy, age, disability, or covered veteran status consistent with applicable federal and state laws. This policy applies to all SJSU students, faculty, and staff as well as University programs and activities. Reasonable accommodations are made for applicants with disabilities who self-disclose.

The latest San José State University Safety 101 Uniform Campus Crime and Security Report is available. You may request a copy of San José State University's annual safety report by contacting the University Police Department at (408) 924-2222 or by visiting the website at [www.sjsu.edu/safetyreport](http://www.sjsu.edu/safetyreport).