



# California State University, Fresno

College of Arts and Humanities

Mass Comm & Journalism

Vacancy # 13000

<http://www.fresnostate.edu/artshum/>

## Advertising/Public Relations Assistant Professor

California State University, Fresno is an engaged University. We focus on broadening students' intellectual horizons, fostering lifelong learning skills, developing the leaders of tomorrow, promoting community involvement, and instilling an appreciation of world cultures. We nurture cultural competence by celebrating the rich diversity of the campus community and welcoming the participation of all. Members of the University community are expected to work effectively with faculty, staff and students from diverse ethnic, cultural and socioeconomic backgrounds. For information on the University's commitment and dedication to creating a university known for its integrity, civility, equity, respect and ethical behavior, please visit: <http://www.fresnostate.edu/academics/diversity>

- Available for Academic Year: 2017/2018.
- Fresno State has been recognized as a Hispanic-Serving Institution (HSI); an Asian American/Native American/Pacific Islander-Serving Institution (AANAPISI); and has been designated to the Community Engagement Classification by the Carnegie Foundation for the Advancement of Teaching.
- Faculty members gain a clear path to tenure through the University's Probationary Plan Process.
- Salary placement depends upon academic preparation and professional experience.
- California State University, Fresno is a vibrant and growing campus. When necessary, the University may decide to make more than one faculty appointment from a single search.

### Position Summary:

The Department of Mass Communication and Journalism at California State University, Fresno seeks applicants for a full-time, tenure-track position as an Assistant Professor in Public Relations/Advertising. The successful candidate will teach undergraduate courses in public relations and advertising, which may include: introduction to public relations, public relations writing, public relations cases & campaigns, public relations agency practicum, advertising procedures, advertising media, advertising copywriting, advertising sales, and strategic advertising campaigns. Other courses taught may stem from the candidate's specific area of expertise and/or the department's needs. The successful candidate will advise students, supervise the advertising curriculum sequence, advise the College Chapter of the American Advertising Federation and the university's entry in the National Student Advertising Competition. Faculty are also expected to engage in scholarship or creative activities and participate in service activities at all levels of the university. Specific assignments will depend on department needs. The successful candidate will also establish connections between the advertising program and the local and regional advertising industry and appropriate organizations.

### Overview:

The Department of Mass Communication and Journalism serves more than 450 undergraduate students studying in one of four options: Advertising, Journalism, Multimedia Production and Public Relations. Students and faculty are involved in a variety of media operations, clubs and activities including: *The Collegian* student newspaper, KFSR campus radio, multimedia and television production services, a student run-public relations firm (TALK), the Paul D. Adams Chapter of the Public Relations Student Society of America, the American Advertising Federation's National Student Advertising Competition, Alpha Delta Sigma (advertising club), and the Fresno State chapter of the Radio and Television Digital News Association. In addition to the campus newspaper and radio station, media facilities include an HD television studio, two computer labs, and four editing stations.

### Required Education:

An earned Ph.D. in public relations or advertising or other closely-related discipline from an accredited institution (or equivalent) is required.

### Required Experience:

1) Successful teaching experience at the undergraduate level; 2) Professional experience in the field of public relations and/or advertising. 3) Evidence of publications in scholarly journals and/or adjudicated creative work, and; 4) Ability to demonstrate a commitment to working effectively with faculty, staff, and students from diverse ethnic, cultural, and socioeconomic backgrounds.

**Preferred Qualifications:****Application Procedures:**

Review of applications will begin October 31, 2016, and will continue until the position is filled. To apply, applicants must complete an on-line application at [jobs.csufresno.edu](http://jobs.csufresno.edu) and attach the following: 1) a cover letter specifically addressing all areas of required experience and preferred qualifications; 2) a curriculum vitae, and 3) list of three professional references. It is anticipated that the first level of interviews will be conducted via Skype or some other type of video-conferencing. Finalists will be required to submit 1) three current letters of recommendation and 2) official transcripts. For inquires, contact: Prof. Betsy A. Hays, APR, Fellow PRSA, Search Committee Chair; California State University, Fresno; College of Arts and Humanities; Department of Mass Communication and Journalism; 2225 E. San Ramon Avenue, MS MF10; Fresno, CA 93740; Phone: 559.278.2087; E-mail: [bhays@csufresno.edu](mailto:bhays@csufresno.edu).

**Other Requirements:**

A link to the Annual Safety and Security/Fire Safety Report is provided in compliance with the 1998 Jeanne Clery Disclosure Act, and California Education Code section 67380. The report includes three calendar years of select campus crime statistics and it includes security policies and procedures for the campus. Applicants, students, and employees can obtain a copy of this report from the web site: <http://www.fresnostate.edu/police/clery/index.shtml> or by contacting the Campus Police Department. The person holding this position may be considered a "mandated reporter" under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment. You can obtain a copy of this Executive order by accessing the following web site: <http://www.calstate.edu/eo/EO-1083.html>

**Background Check:**

Necessary background investigations will be conducted, as required, depending upon the job requirements of position. These could include, but are not limited to, processing of fingerprints through the Department of Justice and FBI and degree and license verification upon employment. An offer of employment may be withdrawn or employment may be terminated based upon the results of these verifications. Full disclosure of all misdemeanors and felonies should be made in connection with this application.

**Equal Employment Opportunity:**

California State University, Fresno is an Affirmative Action/Equal Opportunity Employer. We consider qualified applicants for employment without regard to race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, or protected veteran status.