

Lecturer in Marketing (50% part-time or 100% full-time)

Job description

These terms of reference include the following tasks and activities, in accordance with Directive 1.13 of the Direction of the University of Lausanne "Terms of reference for teaching staff" of May 1st 2006.

1) Teaching (70%)

Structured teaching

The structured teaching load of a Lecturer (MER I) is an average of 8 hours per week over the academic year (224 hours per year, 24 ECTS credits). One hour of teaching corresponds to a period of 45 minutes, and the academic year is made up of two semesters of 14 weeks each.

For the position in question, this includes selection from the following courses:

Potential teaching	Credits	Field of study
a. Marketing Principales	6 ECTS	BScM
b. Consumer Behaviour	6 ECTS	MScM
c. Company Project	6 ECTS	MScM
d. Advertising	3/6 ECTS	MScM
e. Marketing Strategy	3 ECTS	CAS/DAS
f. Market research	3 ECTS	CAS/DAS
g. Branding	3 ECTS	CAS/DAS
h. Master Thesis supervision in Marketing	8-12 thesis/year	MScM

The teaching specifications will be adapted to the candidate's qualifications and profile. Teaching responsibilities include the usual tasks of teaching and research professors, such as administering examinations, advising students, supervising exercise sessions, etc. The person appointed must be able to teach in the discipline concerned at both Bachelor's and postgraduate levels.

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2) Research (20%)

Research work in the quantitative/experimental areas of consumer behaviour and marketing enables the MER to maintain his/her profile as an expert researcher and to remain at the forefront of these areas; publish statistical contributions in journals in the area of expertise or HEC research areas.

The person appointed will take on a research and knowledge transfer activity at university level by developing some of the activities below:

Individual activities:

- Research work,
- Participation in academic conferences,
- Regular publications (articles in leading international refereed journals, books or conference proceedings),
- Advising researchers at HEC or other UNIL faculties, which may lead to joint publications.

Research direction:

- Leading a research group and monitoring the work of its collaborators and assistants,
- Seeking and obtaining external funding, in particular from the Swiss National Science Foundation.

Organisation :

- Organising scientific conferences and setting up collaborations.

Expertise:

- Participating in editorial committees and reviewing publications for scientific journals.

3) Administration, services and mandates (10%)

- Participation in departmental and faculty meetings.

Lausanne, 14 February 2024