



# ACADIA UNIVERSITY

*Located in Wolfville, Nova Scotia, Acadia University is recognized as an outstanding academic institution. Founded in 1838, it is one of Canada's oldest and most respected universities and offers a liberal arts education unique among post-secondary institutions. Acadia offers a stimulating, vibrant environment, on and off campus, where dedicated faculty inspire and challenge students to be their best through supportive personalized learning environments, holistic education and nurturing community engagement.*

## **Faculty of Professional Studies School of Business Administration Per Course Faculty Teaching Opportunity**

**Under the terms of the 17th Collective Agreement, and in accordance with Article 58.10(a)(ii) the University invites applications from all qualified individuals; however, candidates eligible to work in Canada shall be given priority. First consideration shall be given to internal candidates as defined in Article 58.11 (b) (i) of the Collective Agreement.**

**Competition:** #BUSI 07-93-26

**Course Title:** Marketing Principles (BUSI 2423 FA03)

**Contract Term:** August 1, 2026 – December 31, 2026

**Course Schedule:** Fall 2026: Mondays and Wednesdays 8:30am – 9:50am

**Course Format:** In-person at Acadia University

**Employee Group:** Acadia University Faculty Association

**Stipend Amount:** The current Per Course stipend for this appointment is specified in Appendices H and I of the [17<sup>th</sup> Collective Agreement](#).

**Course Description:** The basic concepts and principles of marketing as practiced by organizations. The intent is to provide students with an understanding of how the marketing function fits within the overall structure of the organization and how it contributes to achieving the organization's mission. Areas include the marketing environment, marketing research, consumer behaviour, the marketing mix (4P's), segmentation, targeting, positions, and marketing strategy. Prerequisite(s): COMM 1213 with a minimum grade of C-, ECON 1013 and ECON 1023.

**Qualifications:** Masters (Marketing) preferred, professional experience

**Only short-listed candidates will be contacted.**

To apply for this opportunity, click on the "Apply Now" button and upload a letter of application and a curriculum vitae.

If further information is required, please contact Elisha Harper, Human Resources Department, at [elisha.harper@acadiau.ca](mailto:elisha.harper@acadiau.ca).

**Competition closes April 6, 2026 (at midnight)**

*The University invites applications from all qualified individuals; however, candidates eligible to work in Canada shall be given priority. First consideration shall be given to internal candidates as defined in Articles 58.11 (b)(i) of the Collective Agreement. The University encourages applications from Mi'kmaq and other Indigenous Peoples; African Nova Scotians; African Canadians; persons with disabilities; racialized groups; women; persons of any*

*minority sexuality, minority gender identity, or minority gender expression; and all intersections of these identities; and such other groups as may be specified by federal or provincial employment equity legislation. Acadia University embraces the principles of equity, diversity, and inclusion as fundamental in creating an expansive academic environment and champions diverse knowledge systems as pillars of academic excellence.*

***Applicants for positions at Acadia University shall be required to complete and submit the confidential Employment Equity Self-Identification Form (Employment Equity Self-Identification Form) (Article 3.61(i)).*** *These forms shall be processed by Human Resources. Information provided on these forms shall be held in confidence and may only be used for employment equity purposes as agreed in Article 43.35(b) and 43.35(d)(ii). Self-identification data collected for a given employment competition shall be destroyed after all requirements to preserve documentation for that competition have expired. Only candidates who have submitted a self-identification form can be considered as members of designated groups as described in Article 3.20. The form shall include the option to not self-identify, but candidates must submit the form with their applications.*