



Job Description –

Digital Marketing Course Assistant/数字营销课程助理

Department: Business

Reports to: Dr. Jeffrey K. Lee

Position Summary

We are looking for an assistant to help with NYU Shanghai's new semester-long course on Digital Marketing, beginning February 2017. This course will cover recent topics on advertising and marketing in social media, along with methods for digital analytics.

Selected candidates will assist Dr. Lee, who received his PhD from Harvard Business School and previously taught in the MBA program at MIT's business school. Typical tasks relate to the administrative needs of the course, including the preparation of materials, grading, general record-keeping, and management of course logistics.

Qualification

- **Required Attendance**
 - Attend once-a-week class each Monday from 1:15-4:15pm for the duration of the semester (February 6 to May 15);
 - Another 5-6 hours a week for office hours or other tasks assigned by the supervisor.
- **Required Education and experience**
 - Bachelor's degree
 - Majoring in psychology or marketing strongly preferred but not required
- **Required Knowledge, Skills, and Abilities**
 - Strong English skills