



Syracuse University
S.I. Newhouse School of Public Communications
Advertising Department

ADVERTISING SEARCH FOR PROFESSOR

The Advertising Department at Syracuse University's S.I. Newhouse School of Public Communications is seeking to fill a full-time professor position beginning in fall 2010. Teaching responsibilities will include Advertising Portfolio, Creative Strategies and Executions, Introduction to Copy and Layout, and/or courses that complement the individual's expertise or specialization.

The formal title of the position is Professor-of-Practice (PoP). The primary contribution of a PoP is teaching. The PoP teaches three courses per semester with the expectation of excellent teaching performance. We are seeking to add a practitioner who is at least the level of Associate Creative Director, and who can bring national visibility to the School. The Department is looking to revamp the creative sequence; therefore, candidates with distinguished experience and leadership in a top advertising agency, and a capability of forging new media and innovative instructional designs are particularly desirable.

Advertising professionals with a strong passion in teaching and distinguished experience in advertising creativity are encouraged to apply. A minimum of an undergraduate degree is required. A master's degree is preferred. Previous teaching experience is highly desirable. The position expects a variety of service duties, including: academic and career advising of undergraduate and graduate students; student ad club advising; department, school and university committee service; curriculum development; and community/industry outreach. The Professor-of-Practice has a specific obligation to contact the industry and build successful partnerships with advertising professionals for the School.

This is an exciting time to join our department and the Newhouse School, which is home to 1,900 undergraduate and 200 graduate students. A new \$32 million building was inaugurated in the Newhouse complex in fall 2007. It features state-of-the-art classrooms, a media convergence lab, a new auditorium, research centers, a doctoral-student suite and offices, many meeting rooms, and student lounges.

Beyond this, our school continues its tradition of attracting the best and brightest. This year's incoming freshmen ranked in the top 10% of their graduating class and earned an average 3.94 GPA. The "NewHouse" advertising agency teams won the First Place of the National Student Advertising Competition sponsored by the American Advertising Federation and the General Motors GM&U Marketing Challenge in 2009. To learn more about the school and our program, please visit our web sites at <http://www.syr.edu> and <http://newhouse.syr.edu/>.

For full descriptions and online application instructions, go to <http://bit.ly/4YneTT> or <https://www.sujobopps.com> (job#025894). Cover letter, resume or vitae and names, addresses, and a list of four references MUST be attached online. A link to your portfolio web site should be included in your cover letter. Alternatively, you may physically submit your reel and portfolio to the department listed below.

Dr. James Tsao, Advertising Department, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13244-2100

Review of applications begins February 8, 2010 and will continue until the position is filled.

Syracuse University is an Affirmative Action/Employment Opportunity Employer.