**Unité d' embauche :** Career and Professional Development (Non-Credit Programs)

**Titre de cours :** Strategic Digital Communications

**Sigle :** CBUS 113-781

**Session :** Winter 2018

**Endroit :** McGill Downtown Campus

**Horaire :** Thursdays – 6 PM-9PM – March 8 - April 12

Saturdays – 9AM-5PM – March 10, 24

**Expérience :**
- Teaching experience in a university or corporate context.
- Extensive*, current and significant professional experience in the field of digital communications and online media; development and implementation of digital strategy for organizations.

**Éducation :** A minimum of a Bachelor’s degree from a recognized university in English, Communications, Journalism, Public Relations, Marketing or related discipline. Graduate Degree preferred.

**Autre(s) Information(s) :**
- Relevant designation/certification an asset.

Applicants must also:
- demonstrate an ability to design structured course materials, including learning activities, based on the course description and target audience;
- demonstrate an ability to foster learning by establishing a positive classroom dynamic, involving learners in various activities, and managing student participation and group interactions effectively;
- demonstrate an ability to communicate clearly and effectively in the language of the course, both orally and in writing;
- provide evidence of an ability to use a variety of technologies to support student learning;
- provide evidence of how they keep abreast of advances in the field of expertise relevant to the course in question.
- demonstrate the ability to carry out the duties and obligations of a course lecturer in a respectful and timely manner.
- demonstrate the ability to work with the School and University administration to address conflicts in a constructive and timely manner.

**Enseignement partagé :**

- Oui / Yes
- Non / No

**Si oui, nombre de CEUs :** NA

**Mode de livraison :**

- Présentiel / Face-to-Face
- En Ligne Synchronisé / Online - Synchronous
- En Ligne Non-Synchronisé / Online - Asynchronous
- Hybride / Hybrid

The University may, at its discretion, assign the person of its choice to give this Course/Teaching.

**Deadline to apply :** October 15, 2017


Please note:
- Incomplete applications may not be considered.

**Date limite pour postuler :** 15 octobre 2017


Veuillez prendre note que :
- Toute soumission incomplète pourrait demeurer non traitée.

* Extensive* experience usually refers to a minimum of 5 years of experience. Applicants with slightly less experience may be considered.