Adjunct Instructor, Digital Media Content Strategies
IU School of Informatics and Computing, IUPUI - Indianapolis, IN
Contract

The Indiana University School of Informatics and Computing at IUPUI seeks an adjunct instructor for sections of graduate courses in the areas of Digital Media Content Strategies, beginning with the fall semester 2016.

Duties include the following:

- Contribute to shape the course syllabus in a way that meets the needs of the industry jobs available in this area
- Prepare and deliver lectures over a 15-week period on course content as outlined in the syllabus to meet course objectives
- Administer and grade assessments of student learning outcomes, such as assignments and exams
- Encourage student progress and retention, informing the department chair of any concerns, while maintaining a welcoming and inclusive learning environment
- Invite and arrange weekly guest lectures from industry partners to help students prepare for their careers

In this course, students will identify and learn the fundamental principles for designing and managing successful digital media content and interactive communication strategies for companies and institutions. Students will apply these principles to define and prototype solutions in real-world projects that engage potential and actual customers across a variety of channels of the social digital media ecosystem, including: interactive apps for the web, mobile platforms, wearable and smart watches. Theoretical concepts will be complemented by project-based learning. By the end of the course, students are expected to deliver: (a) articulate, professional, research-based reports that outline in principled and actionable terms the digital media content and interactive communication strategies proposed for a given strategic goal of a company or organization; (b) interactive prototypes that demonstrate the extensive generation of curated interactive digital content to fulfill the strategies identified; (c) analysis of customer feedback and usage analytics to evaluate the potential and limitation of the proposed strategies.

Requirements:

- Master’s degree. PhD degree is preferred.
- Strong organizational, motivational, and communication skills

Please forward resumes and questions to informhr at iupui.edu

Indiana University is an Affirmative Action/Equal Opportunity Employer. IUPUI is an Affirmative Action/Equal Opportunity Institution M/F/D/V.

Job Type: Contract

Local candidates only:

- Indianapolis, IN 46202

Required experience:

- 10-15 years of industry experience in the area of the course content
• Experience in training and leading teams and junior people in the area of the course content

Required education:

• Master's