Posting Information

Posting Date	May 8, 2026
Application Deadline	June 8, 2026
Posting Type (Regular/Late)	Regular

Course Information

Academic Term	Fall 2026
Course Code	BUSI4201A
Course Title	Marketing Metrics
Course Description	An overview of essential marketing metrics used for enhancing marketing decisions. The course consists of seven core modules: share metrics, margins and profits, pricing, product and portfolio management, sales force management, promotion profitability, and customer profitability.
Course Credit Value	.5
Anticipated Modality	IN PERSON
Anticipated Course Enrolment	50
Anticipated TA Support*	YES
Required qualifications	The School places great emphasis on the hands-on integration of business theory and practice and actively encourages working professionals. Candidates applying for a Contract Instructor position must possess a minimum of a Master's degree, or equivalent, and must have at least five years of recent relevant professional experience at a senior level. Preference* will be given to candidates with a PhD or equivalent with a

	strong record of research publications and productivity consistent with AACSB guidelines for a doctoral granting business school.

**Please note that anticipated TA support is based on anticipated enrollment and may change based on actual enrollment in a course.*

Note to Applicants: As per Articles 16.3 and 16.4 of the CUPE 4600 (Unit 2) Collective Agreement, the posted vacancies listed above are first offered to applicants who meet the incumbency criterion. The current CUPE 4600 (Unit 2) Collective Agreement can be found on Carleton University's Academic Staff Agreements webpage.

Please note that successful incumbents of this posting may be required to support the Assurance of Learning (AOL) process for the course as part of the formal responsibilities of the position. More details and training will be provided as needed.

Carleton University is committed to employment equity and fostering a culture of inclusion. We encourage applications from individuals who would contribute to the diversity of our campus, including women, visible minorities, First Nations, Inuit, and Métis peoples, persons with disabilities, and persons of any sexual orientation or gender identity and expression. Applicants requiring accommodations at any stage of the recruitment process are encouraged to contact the Unit Chair or Director to ensure appropriate arrangements can be made in a timely manner.