



**Carleton**  
UNIVERSITY

**SPROTT**  
SCHOOL OF BUSINESS

## BIT 2002 – Marketing in the IT Sector

### Course Description

Basic problems and practices in marketing. Marketing strategies, planning, packaging, branding and promotion at the level of the individual firm; distribution channels.

Please visit our [course outlines page](#) for current, detailed course syllabi.

### Applicants

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.

All qualified candidates are encouraged to apply. Individuals interested in teaching this course must complete an [application](#) and forward with CV (include all courses taught at Carleton University) to [teaching@sprott.carleton.ca](mailto:teaching@sprott.carleton.ca)

\*In accordance with Articles 16.3 and 16.4 in the CUPE 4600-2 Collective Agreement, the posted vacancies listed above are first offered to qualified applicants meeting the incumbency criterion. A link to the current CUPE 4600-2 Collective Agreement can be found at the Employment Agreements [webpage](#) on the Carleton University Human Resources [website](#) and the CUPE 4600-2 [website](#).

*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.*

Closing date for this position is July 11, 2021.

**If public health restrictions allow, the planned mode of delivery for this course will be in-person face-to-face lectures. The University may require that all or part of this course be delivered remotely, including online.**