

Fall 2024 TA Job Posting for ARBUS 303 (Sections 1, 2, 3) (Please fill in your course number)

Please give a brief description of the course content or a link to the course outline:

Building on the fundamentals introduced in Principles of Marketing, students are given an opportunity to apply these concepts to real-world situations in an interactive learning environment. Using experiential learning, students make strategic decisions, defend their decisions, and see the repercussions in real-time.

Any necessary knowledge or skills needed:

Some experience with Python (market basket analysis and sentiment analysis), Power BI, and Google Trends.

Please fill out this chart as closely as you can for the TA duties and hours you predict the course will be using for the entire Fall 2023 term. This will be used as an estimation only. Graduate TAs are not permitted to work more than 140 hours for the term or more than 10 hours in any given week (70 hours or 5 hours a week for a ½ TA). When thinking of the duties you might have for your TA, we ask that you be mindful of this constraint and try not to come up against it. TAs own coursework comes first. Negotiations for a reasonable amount of time for returning marked assignments, etc. will occur as needed.

Duty	Estimated Hours for the Term or N/A	Brief description of unusual or especially time-consuming features of the duty, if any
Meetings with Course Instructor	5	Meeting between TA and Professor before each assignment and before the final capstone project deliverables to go over the grading criteria.
Class preparation	0	
Attending lectures	0	
Student consultation; office hours	5	One hour during the weeks in which students have an assignment due (Sept. 10, 24, Oct. 29, Nov 12) and during the final capstone project week (Dec 5).
Lecturing	0	
Conducting tutorials	0	
Grading	50	4 assignments x 10 minutes/assignment x 60 students = 40 hours. Entering participation marks 10 weeks (1 hour per week).
Proctoring exams	0	
Other duties (describe/explain)	10	Grading Final 5P presentations for SMP capstone students 30 x 20 minutes = 10 hours.
Totals	70	