Employer

Kwantlen Polytechnic University

Position

Marketing OER | Course Mapping Project

Total Hours

110 hours

Compensation

$15.20 /hour

Period

December 15, 2021 until March 31, 2022

Job Summary

This position is fully remote.

The School of Business, Marketing Department at KPU, has established an OpenText Working Group with the mandate to collect relevant open educational resources (OER) for courses offered in the Bachelor's in Business Administration in Marketing program. One of the barriers in adopting open textbooks is the lack of supplementary resources such as open quizzes and simulations, which limits faculty from developing lesson plans to assist student learning. As a first step, the project team would like to carry out a comprehensive review of all open resources that are related to Marketing courses taught in the program.

The successful candidate will work with the chair of the OpenText Working Group and the KPU Business Librarian. The successful candidate will search for OER relevant to specific marketing courses offered by the program. All resources should either be in the public domain or openly licensed (e.g., Creative Commons) allowing for free access, use, and adaptation. The candidate will also populate a website template developed by the working group to house these resources by course and by resource type.

The position reports to the chair of the OpenText Working Group. The successful candidate will also work with the KPU Business Librarian for guidance with searches.

Orientation, Training and Attending Ongoing Briefing Sessions Expectations

The successful candidate is expected to attend an initial orientation session, and regularly meet with the chair throughout the project period, to be briefed on the content of the Marketing courses for which OER material is sought. The candidate is also expected to attend a training session conducted by the KPU Business Librarian on key search methods. Training will be paid as per the hourly rate.

Project Tasks

The following tasks are to be carried out within the total project hours (110 hrs.) allocated:

- Work with the KPU Business Librarian and develop a list of terms to search open resources
- Work with the KPU Business Librarian and identify key open resource databases before the search process.
- There are 20 marketing courses in the program. The successful candidate is required to review the official course outline and syllabi for each of these courses and identify a list of key words for the search. The chair of the working group will guide this process. To manage the workload, key words for each course could be identified on a staggered basis. The candidate is expected to meet with the chair periodically as different courses are searched on a staggered basis.
- Search relevant OER (open textbooks, open supplementary resources, open quizzes, open learning activities, open simulations, H5P content, etc.) in the public domain and open resource databases for resources with an open copyright license (e.g., Creative Commons) for each of these courses separately
- House results in a website template developed by the working group by resource type (textbooks, supplementary resources, quizzes, learning activities, simulations, H5P content, etc.) and by course (20 Marketing courses)

Qualifications

- Library and Information Studies graduate student preferred.
- Familiarity with marketing terminology preferred.
- Familiarity with open practices, specifically with open licenses.
- Experience conducting keyword and subject searches.
- Good management, time management and organization skills.
- Willingness to learn how to house results in a Pebble Pad based web page.

To Apply
Please send a cover letter and CV to Dr. Nishan Perera at nishan.perera@kpu.ca by **November 15, 2021.**

Applicant must be legally entitled to work in Canada