

NOTICE ATAECA /ECA-USP/05/2024

The Dean of the Escola de Comunicações e Artes da Universidade de São Paulo announces the opening of one faculty PhD Professor positions, in Full-Time Dedication to Teaching and Research (RDIDP in the Portuguese acronym), specialty "Advertising and propaganda: projects in advertising and sales promotion" (nº 1242660 full-time service). The position requires a commitment to teaching and the ability to conduct independent research. Applications will be accepted between March 8, 2024 at 8:30 a.m., to May 6, 2024 at 4 p.m. (GMT-3). The entry-level monthly salary is R\$14.761,02 (May/2023) plus benefits.

The public competition will cover the following program:

Program: "Advertising and propaganda: projects in advertising and sales promotion"

01. General notions of the connections between communication, advertising, and marketing
02. Symbolic construction and brand management
03. Research, planning and strategy definition
04. Consumer behavior and persuasion in advertising
05. From creation to production: creative techniques and production processes
06. Aesthetic trends and advertising design
07. Mediatization: strategy, management, and control
08. Managing resources in an advertising project
09. History and evolution of sales promotion in Brazil
10. New promotional activities in the context of marketing and the advertising ecosystem
11. Sales promotion and merchandising at the point of sale
12. Sales promotion and digital context
13. Promotions and different audiences (consumer, sales force, and intermediaries)
14. Overview of management in sales promotion
15. Ethical, legal, and regulatory aspects of sales promotion.

The public competition will be governed by Brazilian constitutional principles, notably that of Impersonality, as well as by the Statute and the General Regulations of the Universidade de São Paulo and the Regulations of the Escola de Comunicações e Artes.

Candidates are required to apply online, at the website <https://uspdigital.usp.br/gr/admissao>, in the period indicated above. Candidates must submit their personal information (name, RG, CPF, nationality, marital status, landline and cellphone numbers, residential and electronic addresses), and indication as to the knowledge area (Advertising and propaganda: projects in advertising and sales promotion) along with the following documents:

I – detailed memorial and proof of published works, relevant activities regarding the selection process, and any other information allowing for an evaluation of merits, in digital format;

II – proof that the candidate holds a Ph.D.'s degree, granted or acknowledged by USP, or nationally acknowledged (Brazilian acknowledged);

III – proof of discharge from military service for male candidates;

IV – voter registration card or Electoral discharge certificate or detailed certificate issued by the Electoral Court less than 30 days before the start of the application period;

V – Official identification document (front and back).

The selection process will occur according to objective criteria, in two stages, by attribution of scores in exams, and thus divided:

- 1st stage (eliminary) - written exam (weight 2)

- 2nd stage:

I) Evaluation of the memorial with a public argumentation exam (weight 5);

III) Didactic exam (weight 3).

Further information and rules relevant to the public competition of titles and tests are available to interested parties at the Academic Technical Assistance of the Escola de Comunicações e Artes da Universidade de São Paulo, located at Av. Professor Lúcio Martins Rodrigues, 443, 1 st floor, room 189, telephone +55 11-3091-4338, electronic address concursoseca@usp.br, or on our website Academic Technical Assistance | Escola de Comunicações e Artes – ECA/USP