

# DAVID HOROWITZ MARKETING PROFESSOR

## Faculty Hiring Committee School of Business

Hello, my name is David Horowitz and I have worked hard to learn and to teach new marketing skills to business students in the classroom and computer lab at Sonoma State University.

I spend half of my marketing classes in the computer lab. In my Promotion Management class students start WordPress.org websites. In my Retail Management class students learn Adobe Illustrator, Adobe Photoshop and Adobe InDesign. In my Marketing Research class students start Tumblr websites.

I have incorporated new marketing teaching materials from Lynda.com, Kelby Training, Rockable Press, AdobeTV, Digging Into WordPress and SEOmoz into my marketing classes.

To view samples of my marketing classes, please visit:

<http://drho.ro/marketing-classes/research/spring-2012>

<http://drho.ro/marketing-classes/promotions/fall-2011>

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

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