

DEPARTMENT OF MANAGEMENT AND MARKETING

The Department of Management and Marketing offers majors in management and marketing and business education. Decision making as a process is stressed. Students are taught to search for and identify important facts and properly analyze them in developing sound alternative courses of action. Modern analytical techniques as well as the importance of the behavioral sciences are introduced.

The management and marketing major is designed generally to prepare students for careers as professional managers or as self-employed entrepreneurs in either profit-seeking or not-for-profit organizations. The curriculum emphasizes a comprehensive understanding of business principles and economic activities. The required course of study seeks to prepare the graduate not only for initial employment but for subsequent advancement in his/her chosen vocation. Effective education for business responsibility consists not only of the development of an understanding of the principles and methodologies which govern the organization and administration of the individual business enterprise, but also includes an understanding of larger problems and relationships of the economy as a whole.

Specific objectives of the program are to provide students who select the management and marketing major with the following abilities:

1. Effectively apply quantitative techniques as a problem-solving tool in management and marketing contexts.
2. Effectively apply technology as a problem-solving tool in management and marketing contexts.
3. Critically evaluate management and marketing problems.
4. Identify and evaluate ethical issues related to management and marketing problems.
5. Effectively communicate.
6. Proficiency in the foundation principles of management and marketing.

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Professors:
Black, Mason, D. Roach
Associate Professors:
Bean, Troboy
Assistant Professors:
Cannon, Cochran,
S. Jones, Walton
Instructor:
Batch

Management and Marketing

Curriculum in Management and Marketing

Degree Completion Plan Beginning in Fall Semester

Freshman				Sophomore			
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
ENGL 1013 ¹	3	ENGL 1023 ¹	3	ACCT 2003	3	ACCT 2013	3
HIST 1503	3	HIST 1513	3	ECON 2003	3	ECON 2013	3
BUAD 1003	3	SPH 2173	3	MGMT 2013	3	Science with Lab ¹	4
COMS 1003	3	PSY 2003	3	BUAD 2033	3	BUAD 2053	3
MATH 1113 ²	3	MATH 2243	3	Science with Lab ¹	4	Fine Art/Humanities ¹	3
Total Hours	15	Total Hours	15	Total Hours	16	Total Hours	16
Junior				Senior			
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
MGMT 3003	3	MGMT 3103	3	Mgmt/Mkt Elective ⁴	3	Mgmt/Mkt Elective ⁴	3
MKT 3043	3	FIN 3063	3	Mgmt/Mkt Elective ⁴	3	Mgmt/Mkt Elective ⁴	3
ECON 3003	3	ACCT 3063 or 4023	3	MGMT 4013	3	MGMT 4083	3
U.S. History ³	3	Mgmt/Mkt Elective ⁴	3	Elective	3	Elective	3
BUAD 3023	3	Elective	3	Elective	3	Fine Art/Humanities ¹	3
Physical Activity ¹	1	Physical Activity ¹	1				
Total Hours	16	Total Hours	16	Total Hours	15	Total Hours	15

Curriculum in Management and Marketing
Degree Completion Plan Beginning in Spring Semester

Freshman						Sophomore					
Spring			Fall			Spring			Fall		
ENGL 1013 ¹	3		ENGL 1023 ¹	3		ACCT 2003	3		ACCT 2013	3	
HIST 1503	3		HIST 1513	3		ECON 2003	3		ECON 2013	3	
BUAD 1003	3		SPH 2173	3		MGMT 2013	3		Science with Lab ¹	4	
COMS 1003	3		PSY 2003	3		BUAD 2033	3		BUAD 2053	3	
MATH 1113 ²	3		MATH 2243	3		Science with Lab ¹	3		Fine Art/Humanities ¹	4	
Total Hours	15		Total Hours	15		Total Hours	16		Total Hours	16	
Junior						Senior					
Spring			Fall			Spring			Fall		
MGMT 3003	3		MGMT 3103	3		Mgmt/Mkt Elective ⁴	3		Mgmt/Mkt Elective ⁴	3	
MKT 3043	3		FIN 3063	3		Mgmt/Mkt Elective ⁴	3		Mgmt/Mkt Elective ⁴	3	
ECON 3003	3		ACCT 3063 or 4023	3		MGMT 4013	3		MGMT 4083	3	
U.S. History ³	3		Mgmt/Mkt Elective ⁴	3		Elective	3		Elective	3	
BUAD 3023	3		Elective	3		Elective	3		Fine Art/Humanities ¹	3	
Physical Activity ¹	1		Physical Activity ¹	1							
Total Hours	16		Total Hours	16		Total Hours	15		Total Hours	15	

¹See appropriate alternatives or substitutions in "General Education Requirements" on page 83.
²Students who have two years of high school algebra with a grade of "C" or better and a math ACT score of 22 or above may omit College Algebra and enroll directly in MATH 2243, Calculus for Business and Economics. If omitted, an additional 3 hours of electives will be required.
³Three hours must be taken from the following: HIST 2003, HIST 2013, or POLS 2003.
⁴The 15 hours of Management and Marketing electives must include six hours of Marketing electives, six hours of Management electives with the remaining three hours from either a management or a marketing elective. Only three hours of management/marketing internship will apply to this requirement.

Minor Business

The minor in Business is available to students who wish to add to their knowledge of business for personal edification or for professional purposes, but not open to School of Business majors. **Please note that for non-business majors, no more than 30 hours of courses offered by the School of Business may be counted toward completion of degree requirements.**

The minor in Business requires 21 hours of courses:

- BUAD 1003
- BUAD 2003 or COMS 1003
- ACCT 2003
- ECON 2003*
- BUAD 2033
- MGMT 3003**
- MKT 3043**

*for many majors ECON 2003 can be used to satisfy 3 hours of the general education social science requirement.

**in order to take the upper division (3000-4000 level) MKT and MGMT courses, the student must have completed 54 hours including all 2000 level courses listed above, have a cumulative GPA of at least 2.0 and permission from the Dean of Business.