

# DEPARTMENT OF MANAGEMENT AND MARKETING

## Mission

The mission of the Department of Management and Marketing is to institute, support, and promote comprehensive Management and Marketing education and practitioner oriented research, through programs that prepare a diverse student population for business careers.

The ideal is to create a campus community that enriches theory with experiential learning through business enterprise involvement in class experiences, online simulations, and internships.

## About Us

The Department of Management and Marketing is at the core of students' understanding the business enterprise as a complex system with multiple interrelated functions. This perception prepares students for rewarding careers as business professionals at all levels of the enterprise and provides a basis for responsible global citizenship. Students learn problem-solving through a comprehensive understanding of interrelated management functions, applicable theory, and the fundamentals of getting a product or service to the global marketplace. The department offers eight Bachelor of Business Administration degrees, three Bachelor of Applied Arts and Sciences degrees, a Master of Business Administration degree, and six professional certificates.

## Contact Information

Dr. Sandra DeGrassi  
Department Chair  
Central Academic Building

## Programs

- 11-Month Master of Business Administration (MBA) (<https://catalog.tamusa.edu/graduate/business/management-marketing/11-month-mba/>)
- 11-Month MBA 2022-23 Academic Calendar (<https://catalog.tamusa.edu/graduate/business/management-marketing/11-month-mba/calendar/>)
- Online Pathways MBA (<https://catalog.tamusa.edu/graduate/business/management-marketing/online-pathways-mba/>)

## Courses

### Management

Code	Title	Credits
MGMT 5135	Advanced Business Policy II	1
MGMT 5150	Foundations of Management	1.5
MGMT 5235	Advanced Business Policy I	2
MGMT 5311	Project Management	3
MGMT 5312	Risk Management	3
MGMT 5322	Seminar in Management	3
MGMT 5324	Total Quality & Lean Mgmt	3
MGMT 5325	Management Science	3
MGMT 5328	Great Books in Entrepreneurshi	3

MGMT 5329	Spec Prob in Management	3
MGMT 5330	Purchasing & Supply Mgmt	3
MGMT 5333	Supply Chain Integration	3
MGMT 5335	Advanced Business Policy	3
MGMT 5340	Organizational Development	3
MGMT 5342	Negotiation/Conflict Resolutn	3
MGMT 5344	Organizational Leadership	3
MGMT 5345	HR Analytics & Data Management	3
MGMT 5347	Strategic Human Resource Mgmt	3
MGMT 5351	International Business Mgmt	3
MGMT 5353	Business Study Abroad	3
MGMT 5357	Global Logistics Management	3

## Marketing

Code	Title	Credits
MKTG 5314	Strategic Logistics Mgmt	3
MKTG 5355	Brand Management	3
MKTG 5361	Seminar in Marketing	3
MKTG 5362	Applied Buyer Behavior	3
MKTG 5363	International Marketing Mgmt	3
MKTG 5364	Marketing Research	3
MKTG 5369	Spec Prob in Marketing	3