

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

- Business Administration, Minor (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/business-administration-minor/>)
- Business Concentration, Bachelor of Applied Arts and Sciences (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/business-concentration-baas/>)
- Fire and Emergency Services Administration-Emergency Medical Services (EMS) Concentration, Bachelor of Applied Arts and Sciences (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/fire-emergency-services-administration-emergency-medical-services-concentration-baas/>)
- Fire and Emergency Services Administration-Fire Administration Concentration, Bachelor of Applied Arts and Sciences (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/fire-emergency-services-administration-concentration-baas/>)
- Fire and Emergency Services Administration-Homeland Security Concentration, Bachelor of Applied Arts and Sciences (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/fire-emergency-services-administration-homeland-security-concentration-baas/>)
- General Business, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/general-business-bba/>)

- International Management, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/international-management-bba/>)
- Management Entrepreneurship Concentration, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/management-entrepreneurship-concentration-bba/>)
- Management Human Resources Concentration, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/management-human-resources-concentration-bba/>)
- Management Supply Chain Management Concentration, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/management-supply-chain-concentration-bba/>)
- Management, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/management-bba/>)
- Marketing, Bachelor of Business Administration (<https://catalog.tamusa.edu/undergraduate/business/management-marketing/marketing-bba/>)

Courses

Business Communication

Code	Title	Credits
BCOM 3304	Bus Communication	3

Business Law

Code	Title	Credits
BLAW 3341	Business Law	3
BLAW 4344	International Business Law	3

Fire and Emergency Service Management

Code	Title	Credits
FESA 3101	Applied Writing	1
FESA 3330	Political/Legal Fndtns Fire Sci	3
FESA 3332	Fire Prevention Org and Mgmt	3
FESA 3334	Personnel Mgmt-Fire/Emerg Serv	3
FESA 3336	Adv Prin Fire/Emer Safety Surv	3
FESA 3338	Community Risk Reduction	3
FESA 3340	Disaster Planning and Control	3
FESA 3342	Advanced Leadership for the Fire Officer	3
FESA 3344	Management of Fire Department Training Programs	3
FESA 3346	Adv Firefight Strategy/Tactics	3
FESA 3348	Homeland Security/Homeland Def	3
FESA 3350	Intro-Fndmntl Homeland Securit	3
FESA 3352	Homeland Security/Emerg Mgmt	3
FESA 3356	Business Continuity: Understanding Disaster Response and Recovery	3
FESA 3358	Exer, Dsgn, Eval Fire/Emg Serv	3
FESA 4101	Critical Thinking for Public Safety	1
FESA 4310	Fire/Emergency Serv Administra	3
FESA 4312	Applications of Fire Research	3

FESA 4314	Public Safety Leadership/Ethic	3	MGMT 4360	Leadership in Non Profit Orgs	3
FESA 4316	Dev Data Base Outcome/Fire/EMS	3	MGMT 4361	Negotiation in Bus Environment	3
FESA 4318	Terrorism and WMD	3	MGMT 4370	Decision Making and Bus Policy	3
FESA 4320	Fin Mgmt Public Budget Fire/EMS	3	MGMT 4371	Entrp: The Business Plan	3
FESA 4324	Adv Mgmt for Chief Fire Officer	3	MGMT 4372	Entrp: Creativity & Innovation	3
FESA 4360	HomeInd Secur Law/Policy/Pract	3	MGMT 4373	Entrp: Experiential Start-Up	3
FESA 4362	Intro Crit Infrastruc/Key Resr	3	MGMT 4374	Great Books in Entrepreneurshi	3
FESA 4364	Introduction to Cybersecurity for Public Safety	3	MGMT 4379	Entrp: Splc Topics Entrprnrshp	3
FESA 4366	Analyz Public Policy Rltn FESA	3	MGMT 4381	Optimization Mthd-Bus Analytc	3
FESA 4368	Intro Unman Aerial Dev (UAV)	3	MGMT 4392	Spec Problems in Management	3

Healthcare Service Administration

Code	Title	Credits
HCSA 3311	Foundations of Healthcare Administration	3
HCSA 3337	Financial Management of Healthcare Organizations	3
HCSA 3341	Healthcare Policy & Law	3
HCSA 4321	Healthcare Information Systems	3
HCSA 4322	Managed Care & Health Insurance	3
HCSA 4323	Quality Management in Healthcare Organizations	3
HCSA 4325	Healthcare Ethics & Compliance	3

Management

Code	Title	Credits
MGMT 3128	Internship in Management	1
MGMT 3160	Teamwork	1
MGMT 3228	Internship in Management	2
MGMT 3311	Principles of Management	3
MGMT 3320	Supply Chain & Operations Mgmt	3
MGMT 3323	Employment Law	3
MGMT 3325	Human Resources Mgmt and Proc	3
MGMT 3328	Internship in Management	3
MGMT 3370	Principals of Entrepreneurship	3
MGMT 3371	Small Business Management	3
MGMT 4311	Project Management	3
MGMT 4312	Risk Management	3
MGMT 4314	Global Logistics Management	3
MGMT 4323	Total Quality & Lean Mgmt	3
MGMT 4326	Lbr Rltns & Collective Bargain	3
MGMT 4327	Org Theory and Human Behavior	3
MGMT 4330	Global Purchasing/Supply Mgmt	3
MGMT 4331	Global Management	3
MGMT 4333	Supply Chain Integration	3
MGMT 4334	Currnt Topic-Supply Chain Mgmt	3
MGMT 4341	Compensation & Benefits	3
MGMT 4342	Training & Development	3
MGMT 4343	Performance Management	3
MGMT 4344	Organizational Leadership	3
MGMT 4345	Inter Human Resources Mgmt	3
MGMT 4346	Seminar in Human Resources	3
MGMT 4347	HRIS & Data Analytics	3
MGMT 4348	Talent Management	3

Marketing

Code	Title	Credits
MKTG 3128	Internship in Marketing	1
MKTG 3228	Internship in Marketing	2
MKTG 3311	Principles of Marketing	3
MKTG 3328	Internship in Marketing	3
MKTG 3340	Consumer Behavior	3
MKTG 3341	Marketing Research	3
MKTG 3342	Integrated Mktg Communication	3
MKTG 3343	Digital Marketing	3
MKTG 3345	Visual Media Marketing	3
MKTG 3360	Personal Selling	3
MKTG 3361	Brand Management	3
MKTG 3362	Retail Marketing Management	3
MKTG 3363	Social Media Marketing	3
MKTG 3366	Services Marketing	3
MKTG 3367	Sport Marketing	3
MKTG 4314	Global Logistics Management	3
MKTG 4361	Marketing Management	3
MKTG 4363	International Marketing	3
MKTG 4396	Spec Problems in Marketing	3