

Department of Management and Marketing

Dr. Jie G. Fowler, Interim Department Head
Room 3002L, Health Sciences and Business Administration Building

The Department of Management and Marketing offers the Bachelor of Business Administration (BBA) with majors in general business (online), management, and marketing. At the graduate level, the department also offers courses in the Master of Business Administration (MBA) degree, the Master of Business Administration with a concentration in Healthcare Administration (MBA/HCAD), the Human Resources minor, the Healthcare Administration Certificate program, and the Entrepreneurship minor, which is open to all majors.

- Bachelor of Business Administration with a Major in General Business (Online) (<http://catalog.valdosta.edu/archive/2022-2023/undergraduate/academic-programs/business-administration/marketing-management/bba-general-business-online/>)
- Bachelor of Business Administration with a Major in Management (<http://catalog.valdosta.edu/archive/2022-2023/undergraduate/academic-programs/business-administration/marketing-management/bba-management/>)
- Bachelor of Business Administration with a Major in Marketing (<http://catalog.valdosta.edu/archive/2022-2023/undergraduate/academic-programs/business-administration/marketing-management/bba-marketing/>)
- Minor in Advertising and Promotions (<http://catalog.valdosta.edu/archive/2022-2023/undergraduate/academic-programs/business-administration/marketing-management/minor-advertising-promotions/>)
- Minor in Business Analytics (<http://catalog.valdosta.edu/archive/2022-2023/undergraduate/academic-programs/business-administration/marketing-management/minor-business-analytics/>)
- Minor in Entrepreneurship (<http://catalog.valdosta.edu/archive/2022-2023/undergraduate/academic-programs/business-administration/marketing-management/minor-entrepreneurship/>)
- Minor in Human Resources Management (<http://catalog.valdosta.edu/archive/2022-2023/undergraduate/academic-programs/business-administration/marketing-management/minor-human-resources-management/>)
- Minor in Operations Management (<http://catalog.valdosta.edu/archive/2022-2023/undergraduate/academic-programs/business-administration/marketing-management/minor-operations-management/>)
- Minor in Professional Sales (<http://catalog.valdosta.edu/archive/2022-2023/undergraduate/academic-programs/business-administration/marketing-management/minor-professional-sales/>)

International Business Management

MGNT 3250. Management and Organization Behavior. 3 Hours.

Prerequisites: ACCT 2101 and ECON 2106 with a grade of "C" or better. An introduction to the discipline of management and contemporary management of organizations with major emphasis on organization behavior. Topics include perception, attitude, personality, motivation, group dynamics, interpersonal communication, job design, learning theory, decision making, conflict, power, organizational politics, diversity, and organizational culture.

MGNT 3300. Production and Operations Management. 3 Hours.

Prerequisite: BUSA 2100 or MATH 1401 with a grade of "C" or better, and pre or co-requisite: MGNT 3250. The basic concepts of production and operations management including manufacturing planning and control systems, quality control, inventory control, time standards, facility location, and plant layout. Changes in the global competitive environment and their effects on manufacturing methodologies are integrated throughout the course.

MGNT 3400. Supply Chain Management. 3 Hours.

Prerequisites: MGNT 3250 with a grade of "C" or better. The management of supply chain organizations to achieve a sustainable competitive advantage. Topics include the introduction to the field, the order fulfillment process, global supply chain design, supply chain mapping, supply chain rationalization, supplier selection and relations, information sharing, and the applications of information technologies to the supply process.

MGNT 3450. Management Information Systems. 3 Hours.

Prerequisites: MGNT 3250 with a grade of "C" or better; BUSA 2201, CS 1000 or ACED 2400 with a grade of "C" or better.. Information processing, meaning and role of information systems, information systems procedures, business functions of computers, into systems analysis and design, files and databases, office automations, data communication, behavioral and organizational implications, selection of hardware and software.

MGNT 3500. Employment Law. 3 Hours.

Prerequisites: BUSA 2106 with a grade of "C" or better. Legal aspects of human resources management from the perspective of both employer and employee. The course will review the hiring process, management of a diverse workforce pay, benefits, terms and conditions of employment, and terminating employment. Students will address a wide range of problems involving these issues and will learn strategies for avoiding legal conflict.

MGNT 3900. Entrepreneurship Skills. 3 Hours.

Prerequisites: MGNT 3250, and MKTG 3050 with a grade of "C" or better. Provides a broad overview of the principles, theories, and practice of entrepreneurship. Topics include the analysis of the traits of successful entrepreneurs, feasibility analysis, market planning, customer relationship management, financial management strategies, ethical leadership, and growth and exit strategies. Also includes the preparation of a comprehensive written business plan.

MGNT 3910. Small Business Management. 3 Hours.

Prerequisites: MGNT 3250, and MKTG 3050 with a grade of "C" or better. Fundamentals of small business management and operations. Topics include financial planning, budgeting and controlling, human resources and diversity, employee motivation, operations planning and quality control, promotion and distribution, legal, regulatory and ethical issues, risk management and insurance, exporting and other aspects of international involvement.

MGNT 3920. Family Business Management. 3 Hours.

Pre co-requisite: MGNT 3250. Management issues and techniques for the family-owned and/or managed enterprise. Topics include stages of development of family business, planning for transitions in ownership and management, human relations issues, conflict resolution, opportunity identification and exploitation.

MGNT 4000. Human Resource Management. 3 Hours.

Pre or co-requisite: MGNT 3250. The recruitment, selection, training, development, utilization and maintenance of human resources by organizations. Topics also include labor- management relations and the legal environment.

MGNT 4005. Staffing Organizations. 3 Hours.

Prerequisite: MGNT 4000 with a grade of "C" or better. Overview of the issues and practices involved in talent acquisition, deployment, and retention. The course examines measurement issues for the use and validation of selection procedures; the link between staffing activities and organizational strategy; the business impact of selection decisions; and HR metrics.

MGNT 4020. Performance Management and Rewards. 3 Hours.

Prerequisite: MGNT 3250 and MGNT 4000 with a grade of "C" or better. The process of developing and managing the appraisal of and rewarding of performance and the effective job analysis on which they depend. Topics include various types of job analysis, methods of collecting information about jobs, developing compensation systems, pay surveys, developing and managing performances appraisals, types of performance appraisals, merit pay, and incentives.

MGNT 4060. Career Development. 3 Hours.

Prerequisite: MGNT 3250 with a grade of "C" or better. The major issues in career development and management in organizations. The goals of this course are: to increase students' skills in managing their own careers: and to increase students' skills in developing the careers of their subordinates.

MGNT 4200. Leadership Skills. 3 Hours.

Prerequisite: MGNT 3250 with a grade of "C" or better. An examination and practical application of leadership theories, roles and responsibilities in a dynamic business environment. Through experiential learning, case analysis, readings and interactions with practitioners, students develop leadership skills in decision-making, communicating, managing conflicts, and motivating individuals and groups.

MGNT 4600. Project Management. 3 Hours.

Prerequisites: BUSA 2100, and MGNT 3250 with a grade of "C" or better. Introduces basic principles and practices of project management including organizational structures, management functions, PM life-cycle, planning, execution, control, conflict resolution, scope management, risk management, ROI, and quality assurance.

MGNT 4640. Management Science. 3 Hours.

Prerequisites: BUSA 2100 or MATH 1401, and MGNT 3250 with a grade of "C" or better. Applications of quantitative techniques to managerial decisions. Topics include linear programming, decision theory, applications of probability, forecasting, transportation problems, and network analysis. Computers are used in problem solving.

MGNT 4650. Organizational Change and Development. 3 Hours.

Prerequisite: MGNT 4000 with a grade of "C" or better. Application of behavioral science concepts to organizational change. Students work in groups to develop interpersonal and problem solving skills. Organizational Development (OD) is aimed at improving organizational effectiveness by means of planned, systematic change interventions that allow individuals, groups, and organizations to develop their potential productivity and quality of work life.

MGNT 4660. Training and Development. 3 Hours.

Prerequisite: MGNT 4000 with a grade of "C" or better. An examination of employee and management training in organizations. Topics include the development, administration, and evaluation of training programs; needs assessment, theories and program design, transfer of training, traditional training methods, use of new technologies in training, career development, and follow-up and evaluation of costs and benefits of training.

MGNT 4700. Quality Management. 3 Hours.

Prerequisite: MGNT 3250 with a grade of "C" or better. Overview of the concepts and processes of quality. Topics include: strategic supply chain alliances; quality and innovation in products, services, and process design across the supply chain; the tools of quality; managing quality improvement teams and projects; statistically based quality improvements; Six-Sigma management; and implementing and validating the quality system.

MGNT 4800. International Management. 3 Hours.

Pre or co-requisite: MGNT 3250. The management of organization in a global business environment. Topics include the effects of socio-cultural, economic, geographic, legal, political, and technological differences on management organizational behavior including staffing, interpersonal communication, negotiation, leadership, and organizational effectiveness.

MGNT 4950. Special Topics in Management. 1-3 Hours.

Directed research, readings or project in management. The proper form must be submitted to the Dean of the College of Business Administration at least two weeks prior to the beginning of the semester. May be taken more than once for up to 3 hours if topics are different.

MGNT 4980. Management Internship. 3 Hours.

Prerequisite: MGNT 4000 with a grade of "C" or better, Senior Standing, BBA major, and completion of Internship Agreement Form. Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of management in an employment situation. A project, approved by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. Students must adhere to the Management Internship Program Guidelines and may receive credit for this course only once.

MGNT 4990. Directed Study in Management. 1-3 Hours.

Prerequisite: Consent of instructor and Department Head. Topics to be assigned. May be taken more than once for up to 3 hours if topics are different.

Marketing

MKTG 1500. Foundations of Consumer Culture. 3 Hours.

A broad introduction to the development of consumer culture and its relationship to business. Topic areas covered include the rise of American consumer culture; its relationship with business, marketing, economic, and public policy practices; and the issues that consumers and consumer cultures face.

MKTG 3050. Introduction to Marketing. 3 Hours.

Prerequisites: Completion of 45 credit hours or ECON 1500 or ECON 2106 with a grade of "C" or better. Basics of targeting products and services to satisfy customer needs through product, price, promotion and distribution strategies. Marketing strategies are discussed within the context of prevailing political, social, ethical, economic, legal, competitive and technological environments.

MKTG 3070. Time Management for Salespeople. 3 Hours.

Overview of the various time management tools available for the sales professional. Students will learn how to more efficiently manage their contacts, travel time, servicing, and paperwork. They will also learn general time management principles of focus, prioritization, and goal setting.

MKTG 3080. Content Marketing. 3 Hours.

A study of marketing and business processes for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience. The course will include imagery, video, text, and any other content used to enhance the consumer experience.

MKTG 3100. Health Care Marketing. 3 Hours.

Prerequisite: MKTG 3050 with a grade of "C" or better. Application of marketing principles and concepts to contemporary health care industry issues. Topics include the evolving role of the health care consumer, marketing tactics and strategy defined for the specific aspects of the health care market, and how consumerism will reshape health care markets.

MKTG 3620. Consumer Behavior. 3 Hours.

Prerequisites: MKTG 3050 with a grade of "C" or better. Motives, attitudes, and expectations of consumers and purchasing agents that contribute to the understanding of the marketing process.

MKTG 3650. Marketing Research. 3 Hours.

Prerequisites: MKTG 3050, with a grade of "C" or better, and BUSA 2100 or MATH 1401 with a grade of "C" or better. Develops the scientific process of problem solving in a marketing context. Covers the concepts of problem definition, hypothesis testing, questionnaire development, research design, and interpretation of statistical findings.

MKTG 4000. Advertising and Integrated Brand Promotion. 3 Hours.

The basic principles of integrated marketing communications and promotions and their role in media and society. The advertising environment of the 21st century, agency and client relationships, consumer behavior, ethics, and the role of research, creative appeals, and media selection in advertising effectiveness will be studied.

MKTG 4010. Digital Marketing. 3 Hours.

The development, production, and implementation of digital-marketing delivery methods including , email marketing, content marketing, web optimization, SEO, display advertising, and social media.

MKTG 4020. Social Media Marketing. 3 Hours.

Prerequisite: MKTG 3050 with a grade of "C" or better. An introduction to the marketing of products and services via various social media platforms. Topics include integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools to marketing efforts.

MKTG 4030. Advertising Culture and Ethnography. 3 Hours.

Prerequisite: MKTG 3050 with a grade of "C" or better. A study of the fundamentals of the ethnographic method. Topics include the use of ethnography in developing advertising and understanding its impact on society and culture.

MKTG 4040. Advertising and Society. 3 Hours.

Prerequisite: MKTG 3050 with a grade of "C" or better. A study of the impact of advertising on society and culture. The course develops an understanding of various issues concerning advertisers and their stakeholders and explores the unintended consequences of advertising on the society at large, as well as the various public policies in place on advertising and advertisers.

MKTG 4050. Creative Branding Strategy. 3 Hours.

A study of issues and processes involved in creating and building strong brands and maximizing the value of existing brands. The class provides a framework for understanding brands the how consumers perceive, evaluate, and respond to brands.

MKTG 4130. Professional Selling. 3 Hours.

Prerequisites: MKTG 3050 with a grade of "C" or better. Fundamentals of personal selling and the behavioral aspects of the persuasion process, including social, ethical, and legal responsibilities.

MKTG 4160. Advanced Professional Selling. 3 Hours.

Courses focuses on time management as well as the application of theoretical and practical sales approaches/techniques such as customer relationship building, team selling, account management, negotiation and persuasion techniques.

MKTG 4170. Sales Management. 3 Hours.

A study of planning, organizing, staffing, training, leading, and controlling the sales force in an effective marketing organization.

MKTG 4180. Practicum in Professional Selling. 3 Hours.

Prerequisites: MKTG 4130 with a grade of "C" or better. Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of professional selling in an employment situation. A project/Report, approved and supervised by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. The internship can be taken only once for course credit.

MKTG 4220. Retailing. 3 Hours.

Prerequisite: MKTG 3050 with a grade of "C" or better. Fundamentals and principles employed in the analysis and evaluation of the retail intermediary.

MKTG 4670. Marketing Channels. 3 Hours.

Prerequisites: MKTG 3050 with a grade of "C" or better. Study of the firm's distribution function. Covers: channel design, strategy and structure; channel participants and functions; channel management; and physical distribution and logistics systems.

MKTG 4680. International Marketing. 3 Hours.

Prerequisite: MKTG 3050 with a grade of "C" or better. Study of marketing and international business using the framework of the world market place. Aspects of marketing which are unique to international business are emphasized.

MKTG 4690. Social Marketing. 3 Hours.

Prerequisites: MKTG 3050. Designed for students to gain an understanding and appreciation in the field of social marketing. Social marketing uses marketing principles and techniques to influence the behavior of a target audience toward goods, services, or ideas that benefit the greater social good.

MKTG 4740. Cases in Logistics Decision Making. 3 Hours.

Prerequisites: MKTG 3050 with a grade of "C" or better. A study of using case-based methods, students will explore the decision making process used to implement logistics in a corporate setting and the strategies companies use to make "real world" supply chain decisions. They will also develop an understanding of the impact such decisions have on the local and global level.

MKTG 4750. Marketing of Services. 3 Hours.

Prerequisites: MKTG 3050 with a grade of "C" or better. A study of key challenges in effective service delivery with emphasis on unique aspects of services marketing, service quality, the service-marketing mix, customer satisfaction & loyalty, and the implementation of service strategies across a variety of industries. Course also examines the differences between the marketing of manufactured goods and the marketing of services.

MKTG 4810. Special Topics in Marketing. 3 Hours.

Prerequisite: MKTG 3050 with a grade of "C" or better. Study of specific topics in the field of marketing. May be repeated once for additional credit with prior approval of advisor and instructor if different topics are covered in the subsequent course.

MKTG 4900. Strategic Planning. 3 Hours.

Prerequisites: MKTG 3620, MKTG 3650 each with a grade of "C" or better and senior standing. A study of the integration and coordination of product development, promotional strategy, marketing channels, and pricing in planning, implementing and controlling marketing operations. The creation of a marketing plan is stressed.

MKTG 4980. Marketing Internship. 3 Hours.

Prerequisites: MKTG 3050, and 2 upper level MKTG classes each with a grade of "C" or better, and completion of Internship Agreement Form prior to the end of the Drop/Add period. Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of marketing in an employment situation. A project/Report, approved and supervised by a faculty member and the employer, is required. The student must complete a workshop with the Career Strategies Coordinator no later than the end of the first week of classes. The internship can be taken only once.

MKTG 4990. Directed Study in Marketing. 3 Hours.

Prerequisites: MKTG 3620 with a grade of a "C" or better, senior standing and approval of instructor and the department chair. Special projects undertaken by marketing majors. Completion proper form must be submitted to the Department Heads for signature prior to the start of the semester but no later than the end of the Drop/Add period.