

Department of Management and Marketing

Dr. Jie G. Driskell, 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, and a variety of minors, which are open to all majors. At the graduate level, the department also offers courses in the Master of Business Administration (MBA) degree.

- Bachelor of Business Administration with a Major in General Business (Online) (<http://catalog.valdosta.edu/archive/2025-2026/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/2025-2026/undergraduate/academic-programs/business-administration/marketing-management/bba-management/>)
- Bachelor of Business Administration with a Major in Marketing (<http://catalog.valdosta.edu/archive/2025-2026/undergraduate/academic-programs/business-administration/marketing-management/bba-marketing/>)
- Minor in Digital Marketing (<http://catalog.valdosta.edu/archive/2025-2026/undergraduate/academic-programs/business-administration/marketing-management/minor-advertising-promotions/>)
- Minor in Business Analytics (<http://catalog.valdosta.edu/archive/2025-2026/undergraduate/academic-programs/business-administration/marketing-management/minor-business-analytics/>)
- Minor in Entrepreneurship (<http://catalog.valdosta.edu/archive/2025-2026/undergraduate/academic-programs/business-administration/marketing-management/minor-entrepreneurship/>)
- Minor in Human Resources Management (<http://catalog.valdosta.edu/archive/2025-2026/undergraduate/academic-programs/business-administration/marketing-management/minor-human-resources-management/>)
- Minor in International Business (<http://catalog.valdosta.edu/archive/2025-2026/undergraduate/academic-programs/business-administration/marketing-management/minor-international-business/>)
- Minor in Operations Management (<http://catalog.valdosta.edu/archive/2025-2026/undergraduate/academic-programs/business-administration/marketing-management/minor-operations-management/>)
- Minor in Professional Sales (<http://catalog.valdosta.edu/archive/2025-2026/undergraduate/academic-programs/business-administration/marketing-management/minor-professional-sales/>)

International Business

IB 3000. Introduction to International Business. 3 Hours.

Prerequisite: Completion of 45 credit hours. An evaluation of country risks, distinguishing between different foreign business structures and practices, and critically evaluation cultural distinctions and their effects on individuals.

IB 3600. International Business and Culture. 3 Hours.

Cross-cultural experience through study abroad. Classroom topics include business practices, historical background, and social and cultural norms of the chosen country. In-country experiences include visits of companies, places of historical significance, and places of cultural significance. This course may be repeated once for credit in a different country.

IB 4810. Special Topics in International Business. 3 Hours.

Prerequisites: IB 3000 with a grade of "C" or better and at least one international course from ECON, FIN, MGNT, or MKTG with a grade of "C" or better. A study of specific topics in the field of international business. May be repeated only once for additional credit, with prior approval of advisor and department head if different topics, are covered in the subsequent course.

IB 4900. International Business Strategies. 3 Hours.

Prerequisite: IB 3000 with a grade of "C" or better. A study of concepts into the function of international business. Analysis of international business situations, diagnosis of international business challenges and opportunities, and application of functional and strategic concepts to increase organizational effectiveness on the international scale.

IB 4980. International Business Internship. 3 Hours.

Prerequisites: Faculty approval. Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of management in an employment situation. A written reflection and an employer evaluation is required. The internship can be taken only once.

IB 4990. Directed Study in International Business. 3 Hours.

Prerequisites: Senior standing and IB 3000 with a grade of "C" or better and at least one international related course from: Economics or Finance or Management or Marketing with a grade of "C" or better. Study of specific topics in field of international business. Directed research or readings project/ topic to be assigned by the faculty. Proper form must be completed and submitted to the Department Head prior to the last day of the Drop/Add period. The course may be taken only once for course credit.

Management

MGNT 3000. Principles of Management. 3 Hours.

An introduction to the foundational concepts, functions, and roles of management. This course will emphasize planning, organizing, leading, and controlling as core managerial functions.

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, leadership, and organizational culture.

MGNT 3300. Production and Operations Management. 3 Hours.

Pre or Co-requisites: MGNT 3250 with a grade of "C" or better. An overview of the concepts, strategies, and techniques for an organization's operations, including, including process design, quality management, capacity management, and inventory management. A number of quantitative techniques are applied.

MGNT 3400. Supply Chain Management. 3 Hours.

Prerequisites: MGNT 3250 with a grade of "C" or better. An introduction to the discipline of supply chain management with emphasis on hands-on experience with supply chain technologies. Major topics include supply chain coordination, supply chain resilience, supply chain sustainability, and supply chain integration.

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 multicultural 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. Applied Entrepreneurship Skills. 3 Hours.

Prerequisites: MGNT 3250, and MKTG 3050 with a grade of "C" or better. A study of the principles of entrepreneurship, combining theory and real-life examples, the course explores the psychological profile of entrepreneurial.

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 explored include the legal and operating ramifications involved in the selection of a business purchase or start as well as formal strategic planning inclusive of operational, financial, marketing, and human resources needs.

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. Measuring and Rewarding Performance. 3 Hours.

Prerequisite: MGNT 3250 with a grade of "C" or better. A study of measuring and rewarding performance. Topics include reward system development, total rewards perspective, financial and nonfinancial reward elements, employee engagement, performance appraisal, job analysis, job evaluation, and the implications of such topics within the context of entrepreneurship and current business trends.

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 Theory and Skills. 3 Hours.

Prerequisite: MGNT 3250 with a grade of "C" or better. A broad survey of leadership theory and an opportunity to develop practical leadership skills. Students will have the opportunity to assess their own leadership strengths and weaknesses in the context of their own career aspirations, as well as learn from interactions with practitioners.

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. Decision Modeling for Business Analytics. 3 Hours.

Prerequisites: DATA 3200 with a grade of "C" or better. Applications of quantitative techniques for supporting data-driven decision-making. Topics include linear programming, optimization, and simulation modeled using state-of-the-art data analytics software.

MGNT 4650. Organizational Change and Development. 3 Hours.

Prerequisite: MGNT 3250 with a grade of "C" or better. A study focuses on cyclical relationship between learning and change at both the individual and organizational level. The course emphasis placed on a better understanding of processes of learning, and how that understanding can help create a culture of continuous improvement. A second complementary emphasis is on successfully managing change in various contexts.

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. A study of fundamentals and principles of quality management and Six Sigma methodologies addressing topics such as quality philosophies, total quality management, statistical methods, process improvement, and Six Sigma.

MGNT 4800. International Management. 3 Hours.

Pre or co-requisite: MGNT 3250. An overview of the impact of globalization on contemporary markets, focuses on the integration of differing cultural, geographic, and legal systems between trading partners. The topics includes cross-cultural communication, differences in labor laws, the influence of labor unions, preferences for leadership styles, tactics in negotiation, and important precursors for organizational effectiveness.

MGNT 4900. Strategic Management. 3 Hours.

Prerequisites: MGNT 3250; MKTG 3030; FIN 3350; and MGNT 3300 with a grade of "C" or better. An examination of how firms achieve and sustain competitive advantage. Students will apply strategic frameworks to evaluate business strategies and firm performance.

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

Prerequisite: Senior Standing. Directed research, readings or project in management. May be taken more than once for up to 3 hours if topics are different.

MGNT 4980. Management Internship. 3 Hours.

Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of management in an employment situation. A written reflection and an employer evaluation is required. The internship can be taken 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 3200. Sports and Entertainment Marketing. 3 Hours.

An exploration of marketing concepts and theories that apply to sports, film and entertainment.

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.

An in-depth exploration of effective promotional strategies and techniques. Students will learn to design and execute comprehensive campaigns across diverse media platforms. Students gain skills in market analysis, brand positioning, and creative messaging through practical projects and real-world case studies.

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 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. Marketing Strategy. 3 Hours.

Prerequisites: MKTG 3620, MKTG 3650 each with a grade of "C" or better and senior standing. An examination of the critical elements that drive successful marketing initiatives. Students will analyze market trends, assess competitive aligned with organizational goals. Topics include market research, segmentation, targeting, positions, and integrated communications strategies. The course will emphasize data-driven decision making, creative problem solving, and effective implementation. Real-world case studies and practical projects provide hands-on experience in formulating strategies for brand growth and competitive advantage.

MKTG 4980. Marketing Internship. 3 Hours.

Prerequisites: Faculty approval. Graded "Satisfactory" or "Unsatisfactory". The application of skills related to the academic discipline of marketing in an employment situation. A written reflection and an employer evaluation is required. 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.