

Department of Management and Marketing

Jill Austin, Chair

Business and Aerospace Building N121

Beauchamp, Bobbitt, Buckner, Bullington, L. Clark, R. Clark, Edmondson, Festervand, Foote, Friz, Gilbert, Graeff, Kemp, Kempf, Kethley, Lester, Morrell, Moser, Mpoyi, Mullane, Nelson, Phillips, Roy, Singer, Smith, Sokoya, Srivastava, Tang, E. Thomas, J. Thomas, Tillery, Tran, Ward, Warren, Welborn, Wilson, Xia, Yue

The mission of the Department of Management and Marketing is to offer students learning experiences that are based on excellence in teaching. The department provides the educational foundation for both students' success in management, marketing, and business administration careers and for their further study in these fields. Learning opportunities are provided through a variety of teaching methods, using technology where appropriate to enhance students' learning. To further support teaching, the department encourages faculty members to achieve excellence in research and scholarly activities. The department is also committed to serving students through advising and through developing relationships in the business community.

Students may choose from four majors: Management, Marketing, Business Administration, and Entrepreneurship. These programs of study lead to a Bachelor of Business Administration degree. The majors offer the skills necessary for a wide range of business careers in management, marketing, and general administration and also provide the basic undergraduate preparation necessary for admission to and satisfactory performance in graduate study in business.

The major in Management offers preparation for specialized careers in human resources management, operations management, and general administrative careers in business, government, industry, and non-profit organizations. Management electives are listed in the introductory paragraph of the Major in Management section. Typical career titles in human resources management include training/development manager, human resources recruiter, employee relations specialist, industrial/labor relations specialist, employee selection manager, employee

benefits administrator, and compensation specialist. Typical career titles in operations management include production scheduler, quality control analyst, capacity planning analyst, operations systems analyst, inventory control specialist, materials manager, logistics manager, and quality assurance manager.

The major in Marketing prepares students for assuming all marketing responsibilities in the small organization and specialized marketing activities in the larger organization. Typical career titles in marketing include the following: retail manager, retail buyer, sales/marketing representative, sales manager, market research analyst, promotions strategist, logistics coordinator, and advertising account manager. The major in Marketing offers preparation for specialized careers in sales, retailing, promotion, and business-to-business marketing. Students interested in these areas are encouraged to choose their marketing electives from the list provided in the major program requirements section.

The major in Business Administration offers preparation for general business careers for students who do not wish to choose a specific area of study in business.

The major in Entrepreneurship offers students preparation for successful venture creation and implementation and provides opportunities for them to acquire the necessary operational knowledge to start a new enterprise and to study business communication, marketing, finance, management, economics, accounting, and information systems from an entrepreneurial perspective.

Minor programs of study within the department include Management, Marketing, Business Administration, and Entrepreneurship. A course may not be used to satisfy both major and minor requirements.

Curricular listings include General Education requirements in Communication, History, Humanities and/or Fine Arts, Mathematics, Natural Sciences, and Social/Behavioral Sciences categories as outlined on pages 64–67.

Major in Business Administration

A major in Business Administration consists of 24 semester hours (50 percent taken at MTSU) selected from the following:

- I. Financial Analysis (3 hours)**
ACTG 3020, 3110, or 3310 (3)
- II. Management (6 hours)**
MGMT 3630, 3810, or 4680 (3)
MGMT 3640, 3710, 3730, 3750, 3770, 4610, or 4700 (3)
- III. Marketing (6 hours)**
Any 6 hours of upper-division Marketing electives except MKT 3970/3980, 4990, OR 4950

IV. Business Environment (9 hours)

BLAW 3430, 3460, 4450, 4490, or 4500 (3)
MGMT OR MKT 4710 or ECON 4440 (3)
MKT 3930 OR MGMT 3890 (3)

Recommended Program

Business Administration—B.B.A. Degree

FRESHMAN		SOPHOMORE	
ENGL 1010, 1020 (Comm)	6	ENGL 2020 or 2030 or	
MATH 1630 or 1810 (Math)	3	HUM 2610 (Hum/FA)	3
COMM 2200 (Comm)	3	Humanities and/or	
Natural Sciences (2 prefixes)	8	Fine Arts (2 prefixes)	6
ECON 2410 (Soc/Beh Sci)	3	HIST 2010, 2020, or 2030	6
ECON 2420	3	Social/Behavioral Sciences	3
Nonbusiness elective	4	ACTG 2110, 2120	6
	30	QM 2610	3
		Nonbusiness elective	3
			30
JUNIOR		SENIOR	
QM 3620	3	MGMT 3640, 3710, 3730,	
INFS 3100	3	3750, 3770, 4610, or	
MGMT 3610, 3620	6	4700	3
MKT 3820	3	MGMT 3630, 3810, or 4680	3
BCEN 3510	3	MKT 3930 or MGMT 3890	3
FIN 3010	3	BLAW 3430, 3460, 4450,	
BLAW 3400	3	4490, or 4500	3
ECON 3210	3	FIN 3810 or 4110	3
ACTG 3020, 3110, or 3310	3	MGMT/MKT 4710 or	
	30	ECON 4440	3
		ECON 4570	3
		MKT upper-division electives	6
		BUAD 4980	3
			30

NOTE: This program includes a combined Economics/Finance minor.

Minor in Business Administration

A minor in Business Administration consists of INFS 2200 or 3100, ACTG 3000 (or 2110 and 2120), FIN 3000 or 3010, BLAW 3400 or 3430, MGMT 3610, and MKT 3820. A 2.00 GPA is required.

Major in Entrepreneurship

A major in Entrepreneurship consists of 30 hours, 50 percent of which must be in residence at MTSU, and includes a Business Administration minor. Course requirements for the major are listed on page 148.

Minor in Entrepreneurship

A minor in Entrepreneurship consists of the following 18 hours: BCEN 1400, 2900; ACTG 3000 or FIN 3000; MGMT 3610, 4920; and MKT 3820. Nine hours must be taken at MTSU. A 2.00 GPA is required.

Major in Management

A major in Management consists of 27 hours of management courses. All Management majors must have 50 percent of the required management courses in residence at Middle Tennessee State University. Students interested in careers in human resources management are encouraged to choose their

management electives from the following list: MGMT 4490, 4500, 4510, 4620, 4640, 4650, 4660, 4690, 4830, 4950, 4990. Students interested in careers in production/operations management are encouraged to choose their management electives from the following list: MGMT 3710, 3730, 3750, 3770, 4610, 4700, 4950, 4990.

**Recommended Program
Management—B.B.A. Degree
FRESHMAN**

ENGL 1010, 1020 (Comm)	6	SOPHOMORE	
MATH 1630 or 1810 (Math)	3	ENGL 2020 or 2030 or	
COMM 2200 (Comm)	3	HUM 2610 (Hum/FA)	3
Natural Sciences (2 prefixes)	8	Humanities and/or	
ECON 2410 (Soc/Beh Sci)	3	Fine Arts (2 prefixes)	6
ECON 2420	3	HIST 2010, 2020, or 2030	6
Nonbusiness elective	3	Social/Behavioral Sciences	3
MGMT 1500 or		ACTG 2110, 2120	6
nonbusiness elective	1	Nonbusiness elective	3
	30	QM 2610	3
			30

JUNIOR

QM 3620	3	SENIOR	
INFS 3100	3	BCEN 3510	3
MGMT 3610, 3620, 3810	9	MGMT 3640, 4710	6
MKT 3820	3	MGMT upper-division	
ECON 3210	3	electives	12
BLAW 3400	3	ACTG 3020 or FIN 4110	3
FIN 3010	3	MGMT 4680	3
MGMT 3940	3	BUAD 4980	3
	30		30

NOTE: This program includes a minor in Business Administration.

Minor in Management

A minor in Management consists of MGMT 3610 and 3620 and 9 hours of coursework in management approved by the department coordinator. Transfer students minoring in Management are required to complete a minimum of 6 hours of coursework in management at Middle Tennessee State University. A 2.00 GPA is required. It should be noted that QM 2610 is a prerequisite for MGMT 3620. Electives must be upper-division courses.

Major in Marketing

A major in Marketing consists of 27 hours of marketing courses. All Marketing majors must have 50 percent of the required hours of marketing courses in residence at Middle Tennessee State University. Students interested in careers in sales are encouraged to choose their marketing electives from the following list: MKT 3840, 3855, 4800, 4850, 3850, 3950, 4950. Students interested in careers in retailing are encouraged to choose their marketing electives from the following list: MKT 3830, 3880, 3900, 3920, 3960, 4860, 4950. Students interested in careers in promotion are encouraged to choose their marketing electives from the following list: MKT 3840, 3850, 3855, 3865, 3900, 3920, 4170, 4950. Students interested in careers in business-to-business marketing are encouraged to choose their marketing electives from the following list: MKT 3840, 3860, 3870, 3950, 3960, 4810, and 4950.

**Recommended Program
Marketing—B.B.A. Degree
FRESHMAN**

ENGL 1010, 1020 (Comm)	6	SOPHOMORE	
MATH 1630 or 1810 (Math)	3	ENGL 2020 or 2030 or	
COMM 2200 (Comm)	3	HUM 2610 (Hum/FA)	3
Natural Sciences (2 prefixes)	8	Humanities and/or	
ECON 2410 (Soc/Beh Sci)	3	Fine Arts (2 prefixes)	6
ECON 2420	3	HIST 2010, 2020, or 2030	6
Nonbusiness elective	4	Social/Behavioral Sciences	3
	30	ACTG 2110, 2120	6
		Elective	3
		QM 2610	3
			30

JUNIOR

QM 3620	3	SENIOR	
INFS 3100	3	ECON 3210	3
MGMT 3610, 3620	6	MKT 3930, 4710, 4890	9
BLAW 3400	3	MKT upper-division	
BCEN 3510	3	electives	12
FIN 3010	3	BUAD 4000	3
MKT 3820, 3910	6	BUAD 4980	3
MKT upper-division			30
elective	3		
	30		

NOTE: This program includes a minor in Business Administration.

Minor in Marketing

A minor in Marketing consists of MKT 3820 and 12 hours of marketing electives. A 2.00 GPA is required. Transfer students minoring in Marketing must complete a minimum of 9 of the 15 hours of coursework in marketing at Middle Tennessee State University. Electives must be upper-division courses.

Courses in Business Administration [BUAD]

See back of catalog for course descriptions.

Courses in Management [MGMT]

See back of catalog for course descriptions.

Courses in Marketing [MKT]

See back of catalog for course descriptions.

Graduate Study

Requirements for the Master of Business Administration degree and a list of the courses offered for graduate credit are published in the Graduate Catalog.

