

DEPARTMENT OF MANAGEMENT AND MARKETING

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Website: Department of Management and Marketing (<https://www.shsu.edu/academics/colleges/business-administration/management-and-marketing/>)

Vision

The Department of Management and Marketing aspires to develop professionals to be leaders by offering a high quality education in the major degree programs of Management, Human Resource Management, and Marketing.

Mission

The mission of the Department of Management and Marketing is to equip students with the requisite knowledge and skills in management, human resource management, marketing, and related careers. The department is committed to excellence in teaching, intellectual contributions, and service.

Academic Programs

The **Management degree program (MGMT)** is designed to develop business acumen and leadership skills among students so that they may contribute to the success of organizations in various sectors.

The **Human Resource Management degree program (HRM)** is intended to prepare students to manage an organization's human resources. In particular, the core HRM practices of recruitment & selection, training & development, compensation & benefits, and performance management are examined to promote efficiency and effectiveness, and to maximize the value of human capital in an organization.

The **Marketing degree program (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-and-marketing/bba-marketing/>) (MKTG)** prepares students to make managerial decisions that involve the process of creating, promoting, pricing, and delivering goods, services, and ideas that provide value. Graduates with a BBA in Marketing will possess the knowledge and skills in the areas of written communication, decision making, presentation, persuasion and negotiation, data and financial analysis, ethical behavior, teamwork, and other business-related functions in a dynamic global environment.

- Bachelor of Business Administration, Major in Human Resource Management (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-and-marketing/bba-human-resource-management/>)
- Bachelor of Business Administration, Major in Management (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-and-marketing/bba-management/>)
- Bachelor of Business Administration, Major in Marketing (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-and-marketing/bba-marketing/>)g (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-marketing-and-information-systems/bba-marketing/>)
- Minor in Human Resource Management (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-and-marketing/minor-human-resource-management/>)
- Minor in Management (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-and-marketing/minor-management/>)
- Minor in Marketing (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/management-and-marketing/minor-marketing/>)

Student Organizations

The following student organizations are affiliated with the Department of Management and Marketing:

- Society for Human Resource Management (SHRM)
- Marketing Student Club

Scholarships

Scholarships are available on a competitive basis. Students are encouraged to apply for scholarships using the Scholarships4Kats (<https://www.shsu.edu/cost-aid/types-of-aid/scholarships/>) program on the Financial Aid (<http://www.shsu.edu/dept/financial-aid/>) website. The Scholarships4Kats program is a single application that will allow the student to apply for most scholarships available on campus whether at the departmental, college, or university-level. The deadline for applying for College of Business Administration scholarships is December 31. The specific scholarships available in the Department of Management and Marketing vary from year-to-year and may include:

- Dr. Paul and Emily Reed Human Resource Management Scholarship
- Helen Cochran Gilliland Human Resource Management Scholarship
- Management and Marketing Department Scholarship

Please see the College of Business Administration section (<https://catalog.shsu.edu/undergraduate/colleges-academic-departments/business-administration/>) for information on college and university-level scholarships.

Management (MGMT)

MGMT 3310. Principles Of Management. 3 Hours.

This course is concerned with the principles and methods used in managing and operating organizations, both domestically and abroad. Course coverage includes analysis of the organization's environment and the managerial functions of planning, organizing, leading, motivating, and controlling.

Prerequisite: 42 completed hours.

MGMT 3320. Organizational Behavior. 3 Hours.

Students learn about individual and group behavior in organizations and how it affects the achievement of organizational objectives.

Prerequisite: MGMT 3310 (can be taken concurrently).

MGMT 3330. Human Resource Management. 3 Hours.

Students examine core human resource management practices, including job analysis, recruitment and selection, training and development, performance management, compensation and benefits, and employee and labor relations as well as explore legal requirements affecting human resource management decisions.

Prerequisite: MGMT 3310.

MGMT 3348. Small Business Management. 3 Hours.

Students embark on a comprehensive study of all areas of operations and management of the small business enterprise. Topics covered may include: ownership form, site analysis, planning, organizing, staffing, financial control, inventory control, and marketing tactics. Course Equivalents: MGMT 4310 .

MGMT 3350. Services Marketing Management. 3 Hours.

Students examine the characteristics of the service domain. The planning, organization, production, and marketing of quality services is the focus of the course.

Prerequisite: MGMT 3310 and MKTG 3310.

MGMT 4080. Independent Study. 1-3 Hours.

The credit in this course varies according to the work performed. The student may pursue special studies for which a special course is not organized. Variable Credit (1 to 3). Course Equivalents: MGMT 4380

Prerequisite: 30 hours in Business and Economics and consent of the instructor.

MGMT 4085. Special Topic. 1-3 Hours.

This course of faculty-led study is designed to provide undergraduate students exposure to new Management topics and concepts in a course setting. Variable Credit (1 to 3). Course Equivalents: MGMT 4385 .

MGMT 4320. International Field Studies in Management. 3 Hours.

Students engage in directed studies of organizational behavior, managerial functions, entrepreneurship, and small business in a study abroad program.

Prerequisite: Permission of Instructor or Department Chair.

MGMT 4325. Family Business Management. 3 Hours.

Students are provided an overview of family business, including an exploration of factors contributing to economic success, family harmony, and business continuity, and they explore the challenges and opportunities facing individuals and families involved in family business relationships. Some of the specific topics may include the family system, culture, entrepreneurial influences, conflict and negotiation, career planning, ethics, governance, succession and strategic planning, professional support relationships, and survival skills as a son or daughter in a family business.

Prerequisite: Junior Standing.

MGMT 4327. Corporate Entrepreneurship. 3 Hours.

Students explore the concepts, key factors, and practices of entrepreneurial activity as a process inside corporations and examines ways entrepreneurial transformation can be achieved in larger organizations. Course topics emphasized include internal ventures and external collaborative approaches that include corporate venture capital investments, licensing, different types of alliances, and formal joint ventures.

Prerequisite: Junior Standing.

MGMT 4330. Compensation. 3 Hours.

Students examine the components of a compensation system, which include internal alignment, external competitiveness, recognizing employee contributions, and the management of the system, to promote effective pay determination decisions.

Prerequisite: MGMT 3330.

MGMT 4335. Management and Labor Relations. 3 Hours.

Students study the legal perimeter of management labor relations, the collective bargaining process, and problems of union contract compliance.

Prerequisite: MGMT 3330.

MGMT 4340. International Management. 3 Hours.

Students are challenged to consider how businesses operate in different global environments. Students have the opportunity to learn how businesses manage effectively across borders and cultural differences by expanding their insight regarding how international and multi-national companies operate in the global environment. As a result, students gain an appreciation for working and managing in a global environment.

Prerequisite: MGMT 3310.

MGMT 4345. Social Responsibility of Management. 3 Hours.

Students study the role business plays in our society and the obligations and responsibility that it has to society. Students examine the ethical, environmental, and cultural implications of industrial/technological societies and their history.

Prerequisite: MGMT 3310.

MGMT 4355. Human Resource Development. 3 Hours.

Students are provided an overview and foundation of the human resource training and development (HRD) profession, they will identify current issues for HRD practitioners and researchers as well as highlight current work place changes and their impact on human resource training and development.

Prerequisite: MGMT 3330.

MGMT 4389. Internship. 3 Hours.

Students are provided with an opportunity to apply academic skills in a practical work environment. (See Internship Coordinator prior to enrolling.) All internships must be approved in advance in order to receive credit.

Prerequisite: Department approval and minimum overall and COBA GPA of 2.5.

MGMT 4390. Strategic Management & Policy. 3 Hours.

Students learn to evaluate the external environmental factors and internal organizational characteristics and contexts for the purpose of formulating competitive strategies.

Prerequisite: Senior standing, MGMT 3310, MKTG 3310 and FINC 3320.

Marketing (MKTG)

MKTG 3310. Principles Of Marketing. 3 Hours.

Students are provided general knowledge on the marketing of goods, services, and ideas. They focus on key marketing concepts and the role of marketing within organizations. Students learn how marketers deliver value in satisfying customer needs and wants in a dynamic global environment. Students learn to understand the elements of the marketing mix, market segmentation and targeting, marketing strategies, consumer behavior, marketing research, supply chain management, branding and product development, pricing strategies, professional selling, market planning, and promotion.

Prerequisite: 42 Credit Hours.

MKTG 3320. Consumer Behavior. 3 Hours.

Students study consumer decision-making processes in marketing and the factors that influence these processes.

Prerequisite: MKTG 3310.

MKTG 3328. Professional Selling. 3 Hours.

Students learn the principles of trust-based relationship selling used by businesses offering products or services to other businesses. Topics may include sales strategies and techniques to build trust, determine customers' needs, address their concerns, and close sales.

Prerequisite: MKTG 3310.

MKTG 3335. Retailing. 3 Hours.

Students study the evolution of retailing, the scope of retailing, store location, store layout, organization, the customer, buying markets, receiving and marketing merchandise, mark-up, stock control, merchandise plan, fashions, retail credit, accounting, insurance, and sales promotion.

Prerequisite: MKTG 3310.

MKTG 3340. Digital Marketing. 3 Hours.

Students explore principles of digital marketing and best practices for using digital channels for marketing. Students will acquire fundamental knowledge about digital marketing channels and strategies that help to achieve desired business goals and to create meaningful relationships with customers. Topics may include elements of web design, web analytics, search engine optimization (SEO), search engine marketing (SEM), display marketing, email marketing, mobile marketing, online brand management and social media marketing.

Prerequisite: MKTG 3310.

MKTG 3350. Services Marketing Management. 3 Hours.

Students examine the characteristics of the service domain. The planning, organization, production, and marketing of quality services are the focus of the course.

Prerequisite: MKTG 3310.

MKTG 3360. Supply Chain Management. 3 Hours.

Students study the marketing channels of distribution and the management of the integrated supply chain for products and services. Students address both upstream (suppliers) and downstream (channels of distribution) organizational members. Topics may include purchasing, supplier selection/development, inter-organizational information systems, risk management, physical distribution, logistics, warehousing, channel relationships, and inventory management.

Prerequisite: MGMT 3310, MKTG 3310 and BANA 2372 or MATH 1342.

MKTG 3370. Integrated Marketing Communication and Promotional Strategy. 3 Hours.

Students study contemporary issues in marketing communications. An examination of how the elements of the promotional mix, with emphasis on advertising, are used to develop effective marketing strategies.

Prerequisite: MKTG 3310.

MKTG 4080. Independent Study. 1-3 Hours.

The student may pursue special studies for which a special course is not organized. The credit in this course varies according to the work performed. Variable Credit (1 to 3). Course Equivalents: MKTG 4380

Prerequisite: 30 hours in Business and Economics and consent of the instructor.

MKTG 4085. Special Topic. 1-3 Hours.

This course of faculty-led study is designed to provide undergraduate students exposure to new Marketing topics and concepts in a course setting. Variable Credit (1 to 3). Course Equivalents: MKTG 4385 .

MKTG 4330. Sales Management. 3 Hours.

Students study the selling process and the principles involved in the managing of the selling function. Students are provided an overview of the field of sales management and the role of the sales manager. Course Equivalents: MKTG 3330

Prerequisite: MKTG 3328.

MKTG 4340. International Marketing. 3 Hours.

Students engage in a survey of the economic, cultural, and political foundations of international marketing systems; the foreign consumer; product policies; and distributional structures as well as the promotional and marketing research phases of foreign operations.

Prerequisite: MKTG 3310.

MKTG 4350. Marketing Research. 3 Hours.

Students study the methods of collecting and analyzing information to be used in determining marketing strategy and making marketing decisions. The course is available to business majors only.

Prerequisite: MKTG 3310, BANA 3363.

MKTG 4360. Social Media Marketing. 3 Hours.

Students explore social media marketing principles and best practices for using social media for business. Students learn to construct social media marketing strategies that achieve desired business goals and create meaningful relationships with customers, clients, and colleagues. Topics include social media marketing strategy, influencer marketing, employee advocacy, corporate social media policies, social selling, and social media analytics for business.

Prerequisite: MKTG 3310.

MKTG 4389. Internship. 3 Hours.

Students are provided with an opportunity to apply academic skills in a practical work environment. (See Internship Coordinator prior to enrolling.) All internships must be approved in advance in order to receive credit.

Prerequisite: Department approval and minimum overall and COBA GPA of 2.5.

MKTG 4390. Strategic Marketing Management. 3 Hours.

Students learn the application of managerial principles in the development and execution of marketing strategy.

Prerequisite: MKTG 3310.

Information forthcoming.