

# Department of Management, Marketing and Political Science

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## Faculty

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## Mission

The Department of Management, Marketing and Political Science mission supports the missions of The University of Tennessee at Martin and of the College of Business and Public Affairs. With a primary focus on teaching, the department's mission is to provide outstanding teaching at the undergraduate and graduate levels. The educational programs of the department are to be delivered in an academic environment that promotes the development of professional skills and an understanding of global, social, political, technological, and economic forces affecting society. The faculty are to perform research and service consistent with the teaching emphasis of the department, and the mission of the College of Business and Public Affairs.

## B.A. or B.S. Political Science Major

The general education requirements for the B.A. and B.S. degrees are outlined in an earlier section of the catalog. From these general education requirements Political Science students must take Mathematics 210 and either Mathematics 140, 160, 185, or 251. Computer Science 201 must also be completed. The Political Science major is offered in support of those general requirements. Political Science students are required to take the Educational Testing Service Political Science Major Field Examination to complete the major.

### Course Requirements for Major Hours

#### *Prerequisites*

Political Science 210-220 American Government and Politics.....6

Political Science 303 Scope and Methods of Political Science.....3

Political Science 321 International Relations **OR**

Political Science 341 Comparative Government .....3

**Concentration Requirements** (see below)

### General Political Science Concentration

#### **Concentration Requirements Hours**

Upper-division (300-400) Political Science courses .....21

**Note:** Paralegal courses Political Science 391, 392, and 393 cannot be used for the major hours requirement

A minor is required for B.S. as well as B.A. degree.

## Public Administration Concentration

<b>Concentration Requirements</b>	<b>Hours</b>
Political Science 314, 353, 361, 362, 363, 420, 432 .....	21
In lieu of a minor, complete the following:	
Accounting 201-202 Fundamentals of Accounting I, II <b>OR</b>	
Accounting 300 Accounting for Non-business Students	
Business Law 201 Legal Environment of Business	
Economics 201-202 Principles of Macroeconomics, Microeconomics	
Management 301 Organization and Management	
Management 350 Human Resource Management	

## Preparation for Legal Study

The Official Guide to U.S. Law Schools, 2007 Edition, published by the Law School Admission Council, lists 192 American Bar Association-approved law schools in this country. Three of these are in Tennessee: the Cecil C. Humphreys School of Law at the University of Memphis, the University of Tennessee College of Law, and the Vanderbilt University School of Law.

All law schools require an undergraduate degree and place major emphasis on two factors for admission: undergraduate grade point average and the score on the Law School Admission Test (LSAT). Each law school will vary on the specific grade average and the test score. Generally, it is assumed that a 3.00 (B) average is the minimum. The LSAT scores range from 120-180 with 163 about the 90th percentile in recent administrations. The LSAT is a standard three-hour examination with focus on reading comprehension, reasoning, and analytic skills. There is also a writing sample. The test is given four times a year; seniors are advised to take the examination in June, October or December. The undergraduate grade point average and the LSAT score remain the most important determinants for law school admission. Many schools will also consider significant experiences, including overseas study and internships. Admission to law school continues to be very competitive. Most law schools admit students only at the beginning of the fall semester. Prospective law school students need to start the process early in their senior year to meet the admission deadlines.

Some schools require letters of recommendation. Select endorsers who have had you in class and can specifically comment on skills such as writing and analytic ability which will be beneficial in law. Be sure to give references adequate lead time to meet deadlines.

There is no specified pre-law program according to law schools. Law students come from a variety of backgrounds. Law schools do recommend all students have well-developed communicative skills, analytical ability and background on human institutions and values. Students should keep this in mind when deciding on majors and also in selecting electives.

## B.S.B.A. Management Major

The management curriculum is designed to prepare graduates to assume entry-level management positions and progress in the management profession. Students may use the electives to develop a narrow focus of study within management or to study a broader scope of the management discipline.

<b>Course Requirements for Major</b>	<b>Hours</b>
Management 320 Data Analysis for Managerial Decision Making .....	3
Management 350 Human Resource Management .....	3
Management 461 International Management .....	3

Upper Division Management Electives.....	15
Upper Division Business Electives .....	6
<b>Total Hours.....</b>	<b>30</b>

## **B.S.B.A. Marketing Major**

The marketing major provides special training for students interested in positions in sales, sales planning, merchandising, marketing management, and research techniques.

<b>Course Requirements for Major</b>	<b>Hours</b>
Marketing 105 Introduction to Marketing* .....	1
Marketing 320 Consumer Behavior .....	3
Marketing 330 Advertising and Promotion Management .....	3
Marketing 360 Research Methods .....	3
Marketing 465 Marketing Management .....	3
Marketing 302 Personal Selling OR	
Marketing 340 Logistics Supply Chain Management	
OR Marketing 450 Business to Business Marketing .....	3
Upper-Division Marketing Electives.....	9
Upper-Division Business Electives** .....	5
<b>Total Hours.....</b>	<b>30</b>

\*Students cannot take Marketing 105 for credit after having had Marketing 301. Students who have completed Marketing 301 may substitute 1 credit hour of upper division business elective for Marketing 105.

\*\*Up to 3 hours of UD Business Electives may be satisfied by courses from Information Systems 211-249.

## **Courses Offered by Department of Management, Marketing and Political Science**

- Business Administration 444 Practicum in Business (as needed)
- Business Administration 480 Internship in Business Administration (F, Sp, Su)
- Business Administration 495 Executive Seminar (as needed)
- Business Administration 701 Research Methods and Communications (Sp)
- Business Administration 710 International Study (as needed)
- Business Administration 790-798 Special Topics in Business (as needed)
- Business Administration 799 Independent Study in Business Administration (as needed)
- Leadership 321 Leadership Through Film (F)
- Leadership 322 Leadership: Theory, Innovation and Policy (Sp)
- Leadership 323 Leadership Advancement, Action and Global Issues (F, Sp)
- Management 300 Management and Behavior (F, Sp, Su)
- Management 301 Organization and Management (as needed)
- Management 303 Organizational Behavior and Theory (as needed)
- Management 304 Introduction to Entrepreneurship (F)
- Management 307 Small and Family Operated Businesses (as needed)
- Management 310 Operations Management (F, Sp, Su)
- Management 312 Introduction to Management Science (F)
- Management 320 Data Analysis for Managerial Decision Making (F, Su)

Management 330 Process Control and Improvement (Sp)  
Management 340 Labor Relations Management (F)  
Management 350 Human Resource Management (F, Sp, Su)  
Management 412 Applied Operations Management (Sp)  
Management 430 Quality Management in Business (as needed)  
Management 440 Staffing and Performance Appraisal (F)  
Management 450 Compensation Management (Sp-odd)  
Management 461 International Management (F, Sp, Su)  
Management 470 Training and Development (Sp)  
Management 471-479 Topics in Management (as needed)  
Management 480 Internship in Management (as needed)  
Management 481-482 Independent Study in Management (as needed)  
Management 490 Business Policy (F, Sp, Su)  
Management 491 Current Issues in Human Resource Management (Sp-even)  
Management 710 Organizational Theory and Design (Sp)  
Management 720 Statistical Tools in Quantitative Analysis (as needed)  
Management 730 Operations Management (as needed)  
Management 740 Management of Innovation and Technology (as needed)  
Management 750 Human Resource Management (as needed)  
Management 790 Strategic Management and Business Policy (F, Sp, Su)  
Marketing 105 Introduction to Marketing (F, Sp)  
Marketing 301 Principles of Marketing (F, Sp, Su)  
Marketing 302 Personal Selling (F-odd, Sp, Su-even)  
Marketing 310 Retailing (Sp, Su)  
Marketing 320 Consumer Behavior (F, Sp, Su)  
Marketing 330 Advertising and Promotion Management (F, Su)  
Marketing 340 Logistics Supply Chain Management (Sp, Su)  
Marketing 350 Service Marketing (Su-even)  
Marketing 360 Marketing Research (F, Sp, Su)  
Marketing 371 Forensic Marketing (F, Sp)  
Marketing 372 Sports Marketing I (F, Sp)  
Marketing 373 Sports Marketing II (F, Sp)  
Marketing 374 Marketing and Society (as needed)  
Marketing 375 Travel and Tourism Marketing (as needed)  
Marketing 376 Executive in Residence Seminar (Sp)  
Marketing 377 Events Planning (F)  
Marketing 410 International Marketing (F, Sp, Su)  
Marketing 430 E-Commerce Marketing (Sp)  
Marketing 440 Marketing, Business, and Environmental Ethics (F)  
Marketing 450 Business to Business Marketing (F)  
Marketing 460 Direct Marketing Management (as needed)  
Marketing 465 Marketing Management (F, Sp)  
Marketing 471-476 Current Topics in Marketing (as needed)  
Marketing 480 Internship in Marketing (as needed)  
Marketing 481-482 Independent Study in Marketing (as needed)  
Marketing 710 Marketing Strategy (F)  
Marketing 720 Services Marketing Management (as needed)  
Marketing 730 Channel Strategy and Business Market Management (as needed)

- Political Science 210-220 American Government and Politics (F, Sp, Su)  
Political Science 303 Scope and Methods of Political Science (Sp-even)  
Political Science 312 Politics and Government of Tennessee (Sp)  
Political Science 314 Intergovernmental Relations (Sp-even)  
Political Science 321 International Relations (F)  
Political Science 322 International Relations (Sp)  
Political Science 333 The President and Congress (as needed)  
Political Science 341 Comparative European Government and Politics (Sp-odd)  
Political Science 353 Administrative Law (F)  
Political Science 361 Introduction to Public Administration (Sp)  
Political Science 362 Introduction to Public Policy (F)  
Political Science 363 Financing Public Policy (F-odd)  
Political Science 381 Political Parties and Elections (F-even)  
Political Science 382 Public Opinion and Interest Groups (Sp-odd)  
Political Science 390 Paralegal Studies: Jurisprudence (Sp)  
Political Science 391 Paralegal Studies: Legal Terminology and Writing (Sp)  
Political Science 392 Paralegal Studies: Legal Research (F)  
Political Science 393 Paralegal Studies Internship in Paralegalism (as needed)  
Political Science 400 (600) Independent Study (F, Sp, Su)  
Political Science 401 (601) Political Theory (Sp-even)  
Political Science 410 Political Science Internship (as needed)  
Political Science 420 Public Administration Internship (as needed)  
Political Science 431 American Constitutional Law (F-odd)  
Political Science 432 American Constitutional Law (Sp-even)  
Political Science 451 (651) The Judicial Process (F)  
Political Science 467 (667) Travel-Study [Selected Topics] (as needed)  
Political Science 480 (680) Topics in U.S. Political Science: [Topic Title] (as needed)  
Political Science 490 (690) Topics in Non U.S. Political Science: [Topic Title] (as needed)

*Complete course descriptions can be found in the Course Description section of the catalog.*