

THE UNIVERSITY OF TENNESSEE AT MARTIN

Department of Management, Marketing and Political Science



Management is the process of leading and directing all or part of an organization, often a business, through the deployment and manipulation of resources.

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Political Science has become one of the most popular liberal arts majors in the U.S., and more and more opportunities are presenting themselves for degree holders.

Degree Options

Management

The main five functions of a manager include:

- Planning
- Organizing
- Leading
- Coordinating
- Controlling an Organization

Within the organization, there are many types of managers that can be found

- Production manager
- Office manager
- Human resources manager

At UT Martin, the management program would prepare you for all of these careers and many more in that field.

Marketing

With the Marketing occupations expected 25% growth, UT Martin offers a large selection of marketing electives which allows you to prepare for a variety of career opportunities of specific interest to you. Instruction in some of the areas are:

- Advertising Methods
- Sales Operations and Management
- Consumer Relations
- Retailing

Political Science

Not all Political Science majors go on to be lawyers, but that is one of the many opportunities available in this field. To enhance your learning, UT Martin offers many internships in the legislature or a government agency. You can focus your study in political science, public administration or paralegal studies.

www.utm.edu/departments/cbpa/mmps
731-881-7238

Applying Concepts to Real World Situations!

Career Options

First Line Supervisor
Operations Manager
Business Owner
Human Resource Manager
Inventory Control Manager
Production Scheduler
Advertising Specialist
Retail Store Manager
Sales Representative
Marketing Manager
Sales Manager
Marketing Research
Promotions Manager
Political Staff Member
Citizen's Advocate
Elected Official
Lobbyist



Teachers

The faculty of Management, Marketing, and Political Science assist students in designing their own course of study in an effort to match career goals with the appropriate electives needed to specialize in a particular area. For more information, visit the department's website (www.utm.edu/departments/cbpa/mmmps) or call 731-881-7238.



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