

# DEPARTMENT OF MANAGEMENT AND MARKETING

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Location: Galloway Business Building, Room 236

Chair: Dr. Komal Karani

Administrative Assistant: Michaela Walker  
Phone: (409) 880-7804

- Human Resources Management (BBA) (<https://catalog.lamar.edu/college-business/management-marketing/human-resources-management-bba/#degreeplantext>)
- Management (BBA) (<https://catalog.lamar.edu/college-business/management-marketing/management-bba/#degreeplantext>)
- Marketing (BBA) (<https://catalog.lamar.edu/college-business/management-marketing/marketing-bba/#degreeplantext>)

## Management

Management involves the coordination of resources—both human resources (people) and non-human resources (machine, materials, etc.)—to achieve organizational objectives efficiently. The curriculum in management, therefore, provides the student with an understanding of the specialized functional areas and with a broad, integrated view of the firm as a whole. Men and women with university degrees in management are equipped to advance more rapidly into positions of increasing responsibility in private business firms, in not-for-profit organizations, and in government.

In addition to the College of Business requirements, a student entering or transferring into management must have a minimum overall 2.0 GPA and to graduate, a management major must have a minimum 2.5 GPA within the major specialization courses.

## Human Resources Management

Human resources management involves the recruitment, selection, maintenance, and development of human resources by organizations. It includes such diverse functional areas as interviewing, training, compensation and benefits, health and safety, and labor relations.

University graduates in human resources management are found in all types of business firms, larger service organizations, and governmental agencies.

In addition to the College of Business requirements, a student entering or transferring into human resources management must have a minimum overall 2.0 GPA and to graduate, an human resources management major must have a minimum 2.5 GPA within the major specialization courses.

## Marketing

Marketing, as a professional field, is concerned with the whole range of activities that facilitate the movement of goods and services from the producer to the ultimate consumer. The marketing curriculum provides the student with a fundamental understanding of each of the specialties involved in the process as well as with the management of the marketing function generally. Typical kinds of careers open to marketing graduates include advertising, market research, sales and sales management, purchasing, services marketing, business-to-business marketing, brand management, consumer behavior, and retail management.

In addition to the College of Business requirements, a student entering or transferring into marketing must have a minimum overall 2.0 GPA and to graduate, a marketing major must have a minimum 2.5 GPA within the major specialization courses.