

DEPARTMENT OF MANAGEMENT AND MARKETING

Welcome to the Department of Management and Marketing (<https://www.una.edu/business/departments-majors/management-marketing/>) within the Sanders College of Business and Technology! As one of the largest departments on campus, we offer several traditional and unique degree programs that will help prepare you for a position in a commercial and industrial field. Even if you are not a business major, we offer several minor options that will help you succeed in whichever professional career path you choose. In addition to our general management degree program, we now offer a BBA degree in Innovation and Entrepreneurship which is supported by a state-of-the-art facility and 'maker-space', as well as a BBA in Human Resource Management. So if you have an interest in starting a business, running a business, or promoting a business then one of our programs will certainly fit your needs.

Not only are the management & marketing courses designed to give you the knowledge, skill, and ability to be successful in your career, we also offer a wide variety of experiential learning opportunities such as the Steele Center for Professional Selling, professional student organizations, internships, and study abroad/away opportunities (overseas and domestic) just to name a few. You can even partner with faculty to work on research projects that you can present at conferences or submit for publication in a professional journal!

And if you are interested in continuing your studies at the graduate level, we have several highly rated and in-demand MBA options including Project Management and Human Resource Management, as well as a Master of Health Administration (MHA) and an Executive Doctor of Business Administration (EDBA) degree. Our MBA and MHA programs are online, and we also have an online-only BBA degree program for those who cannot travel to campus. And just like all the degree programs from the Sanders College of Business and Technology, ours are fully AACSB accredited!

Majors

- BBA Major in Professional Management (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/bba-professional-management/>)
- BBA Major in Professional Marketing (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/bba-professional-marketing/>)
- Joel R. Anderson BBA Major in Innovation and Entrepreneurship (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/bba-innovation-entrepreneurship/>)
- Lyons HR BBA Major in Human Resource Management (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/bba-human-resource-management/>)

Minors

- Business Administration Minor (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/business-administration-minor/>)

- Digital Marketing Minor (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/marketing-communications-and-technology-minor/>)
- Human Resources Management Minor (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/human-resources-management-minor/>)
- Innovation and Entrepreneurship Minor (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/innovation-entrepreneurship-minor/>)
- Management Minor (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/management-minor/>)
- Marketing Minor (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/marketing-minor/>)
- Project Management Minor (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/project-management-minor/>)
- Sales Minor (<https://catalog.una.edu/undergraduate/colleges-programs/business/department-management-marketing/sales-minor/>)