

Departmental Policy Statement: Marketing & Supply Chain Management

Fogelman College of Business & Economics

Faculty Representative: Dr Gregory Boller
Library Liaison: Chris Matz
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Curriculum

The Department of Marketing and Supply Chain Management has a mission to create, develop and disseminate nationally recognized expertise in Global Supply Chain Management and Customer Relationship Management. To support this mission, Marketing offers a number of high-quality academic programs, including undergraduate majors in Marketing Management, Logistics/Supply Chain Management, and Sales. At the graduate level, Marketing offers a PhD and numerous courses for the MBA, EMBA, and IMBA programs in negotiation, marketing strategy, marketing research, international marketing and supply chain management.

The BBA with a major in Marketing Management is designed to provide students with professional knowledge, training and skills to support careers in marketing that include product/brand management, advertising and promotion management, retail management, sales and sales management, and public relations. The BBA with a major in Logistics & Supply Chain Management is designed to provide students with professional knowledge, training and skills to support careers in supply chain management that include strategic sourcing and procurement, supply chain analysis, international logistics management, inventory management, production management and materials management. The BBA with a major in Sales is designed to provide students with professional knowledge, training and skills to support careers in sales and sales management.

The PhD degree with a concentration in Marketing is designed to prepare students for a career in Academe. The rigorous coursework in this degree program is primarily focused on building the students' knowledge and skills for success as academic scholars.

Purpose and Scope of the Collection

The University of Memphis Libraries supports study and research in marketing and supply chain management at the undergraduate and graduate levels. Areas of concentration include: business statistics, consumer behavior, advertising and promotion, negotiation strategies, and management logistics.

Cooperative Agreements

None specified.

Geographical Coverage

Materials collected are primarily from national sources; however, materials from other areas of the world are also collected as needed.

Languages

English is the primary language of the Marketing and Supply Chain Management collection.

Types of Materials

Monographs:

Serials/Series:

Serials are primary to the collection.

Electronic Resources:

The library buys or subscribes to electronic indexes and full-text databases that offer research value.

Microforms:

Research collections in microforms are purchased when deemed relevant.

Audio/Visual:

Video and audio materials are acquired when relevant to the curriculum.

Location of Materials Collection

All materials are located in the main library (McWherter) on the University of Memphis campus.

Special Collections

None specified.

Subject Areas by LC Classification

HA1 – HA4737	Statistics
HB1 – HB3840	Economic theory
HC10 – HC1085	Economic history by region or country
HD28 – HD9999	Economic history and conditions
HE1 – HE9900	Transportations and communications
HF1 – HF6182	Commerce
HG1 – HG9999	Finance
HJ9 – HJ9995	Public finance

Related Areas of Collection

Accountancy	Management Information Systems	Finance
Economics	Management	