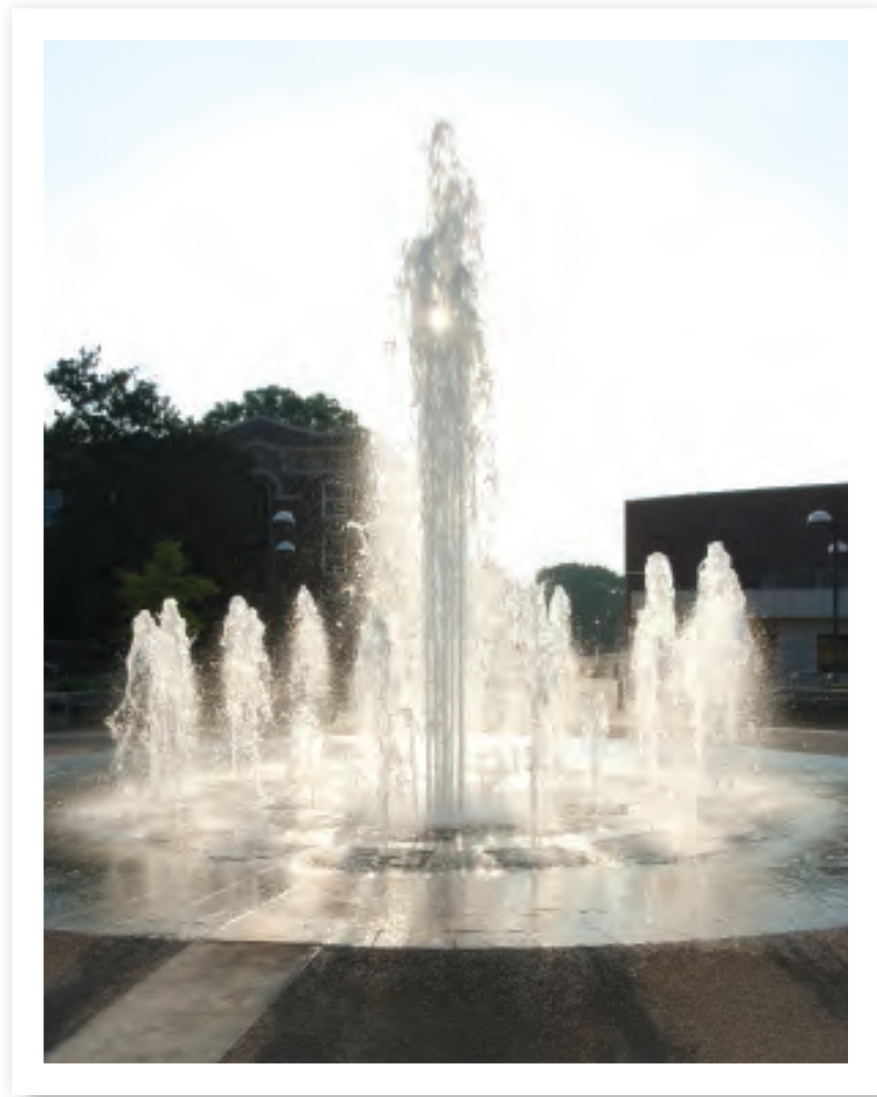




Departmental Areas of Emphasis

Marketing Management is for students interested in careers related to product development, pricing, consumer research, and the promotion of goods and services. To gain a thorough understanding of the range of these activities, students take coursework on marketing principles, marketing research, consumer behavior, sales, marketing strategy, advertising management, and supply chain management.

Supply Chain Management is for students interested in careers related to managing the flow of goods and services throughout the supply chain. This includes purchasing management, transportation management, inventory management, and operations management. To prepare for such careers, students take courses in supply chain management principles, global logistics management, operations planning and resource management, strategic sourcing/purchasing and supply chain management strategy.



For more information, please contact:

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Marketing and Supply Chain Management

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Your major. **Your career.**



The Department of Marketing and Supply Chain Management offers majors in both marketing management and supply chain management. Our programs provide students with the key skills and knowledge they need to succeed as managers and leaders in today's fast paced environment.

Students majoring in marketing management or supply chain management are prepared for careers that span a wide range of business sectors including consumer & industrial product manufacturers, wholesalers, retailers, services, transportation providers and non-profit organizations. Independent studies and internships allow students to stretch beyond the traditional learning environment by pursuing individual interests through research and practice. In addition, students have the option of taking the marketing management major fully online.

Our department faculty members have diverse areas of expertise including advertising strategy, marketing management, public policy, strategic sourcing and procurement, customer relationship management, supply chain modeling, negotiations, operations management, productivity management, systems analysis, services marketing, and management science. Our faculty actively deploy this expertise in their classrooms, their consulting and outreach activities, and their published research. Students are encouraged to engage with faculty on a regular basis.

The Fogelman College of Business & Economics is part of an elite group of schools. We are among only five percent of the nation's business schools to be fully accredited at all levels by the Association to Advance Collegiate Schools of Business (AACSB), the premier accrediting body in business education. Moreover, the Fogelman College has been ranked in the top 25% of all AACSB-accredited business schools by U.S. News & World Report. The FCBE is the only AACSB-accredited school of business in Memphis.

Career Opportunities

Marketing Management

Because marketing management majors take a broad spectrum of business courses, graduates are prepared for a wide range of positions in the corporate world. Marketing is a dynamic field, always moving ahead, considering options, and/or planning for optimal competitive positioning. In customer-driven companies, marketing is the foundation that unites customer satisfaction with the brand. And it includes much, much more. Marketing management graduates may conduct focus groups to determine the feasibility of a new product, define target market demographics of a company's core customers, work with the company's advertising agency on creative and media strategies and tactics, plan and participate in marketing events for customers, develop marketing plans and strategies for company growth, or analyze consumer data and summarize for action plans.

Supply Chain Management

Students earning a degree in supply chain management learn to evaluate issues and solve problems related to purchasing, operations, distribution and transportation. Supply chain management is a rapidly growing field where specific talent is required for small and large companies as well as the suppliers that support those companies. SCM graduates may be involved with creating and launching solutions that are positive and breed excitement for a company, exploring new ways to provide cost-saving methods to logistics and channel functions, developing the best-of-class tools to maximize a company's customer service levels or investigating transportation alternatives and solutions for a firm's distribution network.

Career Options

Supply Chain Management Graduates:

Distribution Center Manager
Inventory Manager
Logistics Manager
Operations Manager
Purchasing Manager
Supply Chain Analyst/Planner
Traffic Manager
Transportation Manager

Marketing Management Graduates:

Advertising Account Executive
Brand/Product Manager
Market Research Manager
Marketing Analyst
Marketing Communications Manager
Marketing Manager
Merchandising Manager
Sales Representative

Beyond the Classroom

Internships:

The Marketing & Supply Chain Management Department is actively involved with identifying internship opportunities in a variety of business settings and placing the students in these positions. Faculty members work with students to ensure a positive experience.

Toastmasters:

Marketing and supply chain management students are actively involved with the FCBE Toastmasters chapter to help students improve their presentation skills.

MILE Leadership Mentoring Program:

Many marketing and supply chain management students are part of the Memphis Institute for Leadership Education (MILE), a program designed to create mentoring relationships for students in the business community.

Student Organizations:

The Department of Marketing & Supply Chain Management has two organizations for students: the Student Marketing Association (SMA) and the Supply Chain Management Student Association (SCMSA). Members participate in an array of activities each semester including guest speakers, facility tours, networking opportunities and more. The groups are also involved with recruiting activities by major employers.

Study Abroad Program:

Marketing and supply chain management students have a range of opportunities to study overseas. Study abroad programs provide students with the opportunity for total immersion in another culture. These programs are offered through the FCBE Department of Management and the university's Study Abroad Program. Additional opportunities may be available through the Wang Center for International Business and Education.

Scholarships:

A limited number of scholarships are available for both marketing management and supply chain management majors. These are supplemental scholarships that may be awarded based on need and/or merit.

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