

# DEPARTMENT OF MANAGEMENT, MARKETING, AND SUPPLY CHAIN MANAGEMENT

## General Information

**Dr. Kimberly Johnson, Chair**

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## Overview

Management curriculum emphasizes the integrative nature of the management discipline in planning, organizing, directing, and controlling contemporary profit and non-profit organizations. Course offerings include general management, leadership, human resources, management science, and strategic management to provide the student with modern analytic concepts, tools, and techniques that can be used as aids to managerial decision-making. The impacts of the international environment, social responsibilities of managers, and career opportunities for management graduates receive special attention across the broad range of management courses. Various teaching methods are used in an effort to bring reality to classroom considerations of relevant business problems.

Marketing is the dynamic life-blood of every organization. Our marketing curriculum involves a comprehensive study of the basic concepts, techniques, and tools for developing marketing strategies and marketing programs. Students are prepared to help organizations decide which consumer groups to serve and which product and services to produce, and to set appropriate levels of promotional, pricing, and distribution efforts in generating sales. Marketing graduates are typically employed as brand managers, market research analysts, sales representatives, media planners, and in a wide variety of other fast-growing careers.

Supply Chain Management is the management of the flow of goods and services from the point of origin to the point of consumption. It involves the movement and storage of raw materials, of work-in-progress inventory, and of finished goods. A variety of companies and government agencies are all looking for the qualified graduate in supply chain management. Atlanta is one of the centers for logistics and supply chain in the US and students have an opportunity to study and work with leading firms in the logistics and supply chain management industry. In addition, a supply chain graduate may work in any organization to facilitate its supply chain functions.

## Programs

### Baccalaureate

- General Business, BBA (<https://catalog.clayton.edu/academic-catalog/business/management-marketing-supply-chain/general-business-bba/>)
- Management, BBA (<https://catalog.clayton.edu/academic-catalog/business/management-marketing-supply-chain/management-bba/>)
- Marketing, BBA (<https://catalog.clayton.edu/academic-catalog/business/management-marketing-supply-chain/marketing-bba/>)

- Supply Chain Management, BBA (<https://catalog.clayton.edu/academic-catalog/business/management-marketing-supply-chain/supply-chain-management-bba/>)

## Minor

- Business Minor for Non-BBA Majors (<https://catalog.clayton.edu/academic-catalog/business/management-marketing-supply-chain/business-non-bba-majors-minor/>)
- Digital Marketing, Minor (<https://catalog.clayton.edu/academic-catalog/business/management-marketing-supply-chain/digital-marketing-minor/>)
- Entrepreneurship and Innovation, Minor (<https://catalog.clayton.edu/academic-catalog/business/management-marketing-supply-chain/entrepreneurship-innovation-minor/>)
- Marketing, Minor (<https://catalog.clayton.edu/academic-catalog/business/management-marketing-supply-chain/marketing-minor/>)
- Supply Chain Management, Minor (<https://catalog.clayton.edu/academic-catalog/business/management-marketing-supply-chain/supply-chain-management-minor/>)

## Faculty

Arianne Adams  
Morten Brante  
Jacob Chacko  
Linda Hain  
Craig A. Hill  
Kimberly Johnson

Carin A. Lightner-Laws  
Larry Menter  
Keith Miller  
Kamran Moghaddam  
George Nakos  
Mario Norman  
Leon Prieto  
Stacey Reynolds McNeil  
Melva Robertson  
Md Rokonzaman  
Vinod Vincent  
Anita Whiting