

College of Business Administration

DEPARTMENT OF MANAGEMENT AND MARKETING



Majors/Minors/Concentrations

❖ **Majors:**

- Management (BSBA)
 - General Management
 - Small Business Management
- Human Resources Management (BSBA)
 - Fully aligns with the curriculum criteria established by the SHRM
- Dual Major: MGMT and HR
 - Careful management of a student's course selection can earn them a dual major in Management and in Human Resources Management in four years.
- Marketing (BSBA)
- General Business Management (AS: Major in Business Administration – Venango Campus only)

❖ **Minors:**

- Business Administration (non-business majors only)
- Entrepreneurial Leadership Track - (available to students from any major or college)
- Interdisciplinary Leadership Track (available to students from any major or college)
- Marketing

Student Organizations

- ❖ Students may interact with professionals through the following student chapters of national organizations:

- The Society for the Advancement of Management (SAM) - **National Award Winner**
- The Society for Human Resource Management (SHRM)
- The American Marketing Association (AMA)

Scholarships

- ❖ A number of scholarships and awards are also available to business and marketing students as is explained on the College of Business website.

Internships

- ❖ The department has an active internship and cooperative education learning program.

Program Preparation

- ❖ Management, Human Resources, and Marketing majors will have the opportunity to learn and develop skills to fit with their particular interests and needs. Our Management and HR students will learn to perform managerial tasks, including: how to use information systems technology, manage and control inventory and quality, schedule work, conduct a job analysis, set up a performance appraisal system, conduct selection interviews, build and maintain work teams, write job descriptions, and develop strategic business plans. The program in marketing has been designed to prepare students for careers in



advertising management, non-profit marketing, marketing research, physical distribution management, retailing management, and general marketing management.

Department Faculty and Staff

- ❖ We employ qualified and diverse faculty who actively publish in their academic fields and are engaged in numerous professional activities. All courses are taught by interested and competent faculty.
- ❖ Departmental faculty have obtained their terminal degrees from prestigious universities throughout the United States, including Florida State University, the University of Pittsburgh, UCLA, and Oklahoma State University.

Faculty Listings

- ❖ Dr. Tony Johns, Ph.D., (1992), Professor, Chairperson
Auburn University, B.M.E., M.B.A.;
Florida State University, Ph.D.
- ❖ Dr. Gustavo Barboza, Ph.D., (2006), Professor
Universidad de Costa Rica, B.S.;
Oklahoma State University, M.Sc.;
Oklahoma State University, Ph.D.
- ❖ Dr. Ning Chen, Ph.D., (2009), Associate Professor
Nanjing Normal University, B.S., M.S.;
East China Normal University, Ph.D.;
University of California Los Angeles,
Ph.D.
- ❖ Ms. Heather Kirkwood-Mazik, Instructor
Doctoral Candidate, Cleveland State
University; B.S.B.A, M.B.A, Clarion
University; Professional Qualified as a
banking executive
- ❖ Dr. Miguel Olivas-Luján, Ph.D., (2005), Professor
Tecnológico de Monterrey, M.B.A.;
University of Pittsburgh, Ph.D.
- ❖ Dr. Kevin Roth, Ph.D., (1990), Professor
Slippery Rock University, B.S.; Clarion
University of Pennsylvania, M.B.A.;
University of Pittsburgh, Ph.D.
- ❖ Dr. Chad Smith, D.Sc., (2008), Associate
Professor
Tiffin University, B.B.A.; Tiffin
University, M.B.A.; Robert Morris
University, D.Sc.
- ❖ Ms. Jill Thompson, Department Secretary

For More Information:

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