

Marketing Program Area Descriptions

Management

The **Management** State Program Area prepares students to plan, direct, or coordinate the operation of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources. Students will develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. They will determine the demand for products and services, identify competitors and potential customers.