Management and Marketing

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business.uaa.alaska.edu/departments/management-marketing/
(https://business.uaa.alaska.edu/departments/management-marketing)

The Department of Management and Marketing offers a range of academic degrees and certificates through UAA’s Anchorage, Kenai, Kodiak and Mat-Su campuses. Bachelor of Business Administration (BBA) degrees in Management and in Marketing, along with minors in Business Administration, Alaska Native Business Management, Entrepreneurship, International Business, and Real Estate are offered at the Anchorage campus. An Associate of Applied Science (AAS) in Logistics and Supply Chain Operations is also offered at the Anchorage campus. An AAS in Small Business Administration is offered at the Anchorage, Kenai, and Mat-Su campuses; and an AAS in General Business is offered at the Kenai, Kodiak, and Mat-Su campuses. Certificates are offered in Logistics and Supply Chain Operations at the Anchorage campus. These professional programs prepare students to meet the challenges of a dynamic and changing business environment. Graduates find job opportunities in Alaska, throughout the United States and internationally.

The BBA in Management prepares students for entry-level management positions in corporations, nonprofit organizations, and government; personnel and benefits management; recruitment and career planning services; conflict resolution and arbitration; and management consulting to small business. Students gain knowledge in concepts of organizational theory, design and development in a global context; study of human behaviors and interactions within an organization; the management of human resources of an organization; negotiation, conflict resolution and arbitration; strategy formulation for managing the total organization in an ever-changing environment; and the value of ethics and social responsibility. Furthermore, the degree prepares students for graduate studies in management.

Students also have the ability to complete a concentration in Property Management and Real Estate. The Weidner Property Management and Real Estate Program is one of only a handful of programs in the nation that offers a 4-year degree with dedicated curriculum focused on the management of real estate assets. This concentrated coursework, in combination with CBPP’s core business curriculum, ensures that graduates are prepared to enter a competitive and innovative marketplace with the tools necessary to succeed.

The BBA in Marketing is uniquely designed to not only provide students with knowledge of the key concepts, processes and tools essential for success in today’s digital driven world, but also affords students the opportunity to demonstrate their expertise in applying their acquired knowledge and skills by building a personal marketing portfolio. The portfolio is client-based and is continuously developed and assessed in each course taken. Accordingly, the student has an opportunity to immediately apply theory and concepts to marketplace problems and solutions.

The AAS in Logistics and Supply Chain Operations is designed to meet the current and future needs of the Alaska industry, with a workforce that understands the practices and principles of logistics and supply chain operations. Due to its vast size and geography, Alaska poses greater internal logistics and supply chain operational challenges. This program has been designed with input from the industry and is an ideal foundation for students who wish to work in the operations side of this exciting and continuously expanding industry.

The AAS in Small Business Administration provides students with a general knowledge of entrepreneurship, human resource management, business law concepts, marketing, and financial statement analysis. Students will gain a better understanding of for-profit and not-for-profit businesses, issues of social responsibility, business ethics, and forms of business ownership.

The Alaska Native Business Management minor prepares students for a unique segment of business in Alaska. This minor is for Alaska Native and non-Native students alike who plan to live and work in Alaska. Alaska Native corporations are an economic force in the state of Alaska and there is a need for business professionals educated in the culture and management practices of these organizations.

The minor in Entrepreneurship is designed to provide students with a sequence of courses that delineates and examines the critical concerns and necessary steps that the entrepreneur must address as they proceed from an idea and innovation to the start-up venture, focusing on funding, planning and growth.

The International Business minor provides students knowledge, skills and experiences that prepare them for careers that include international responsibilities. The program includes course options in international economics, finance, logistics, management and marketing, and offers field studies in international business and geography as well as study-abroad programs.

The Real Estate minor offers a collection of courses that introduce students to the many facets of real estate - for both their professional and personal use. Topics include real estate management, lease agreements, real estate finance and property law. Students can also earn state certification with the successful completion of BA A306, meeting the pre-licensing education requirements for an Alaska Real Estate Salesperson License.

Programs of Study

Occupational Endorsement Certificate

• OEC in Logistics and Supply Chain Operations

Undergraduate Certificate

• Certificate in Logistics and Supply Chain Operations (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/certificate-logisticsupplychainoperations)

• Certificate in Retail Management (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/cert-retailmanagement)
• Certificate in Small Business Management (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/certificate-smallbusinessmanagement)

Associate of Applied Science

• AAS in General Business (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/aas-generalbusiness)
• AAS in Logistics and Supply Chain Operations (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/aas-logisticsupplychainoperations)
• AAS in Small Business Administration (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/aas-smallbusinessadministration)

Bachelor of Business Administration

• BBA in Management (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/bba-management)
• BBA in Marketing (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/bba-marketing)

Minor

• Minor in Alaska Native Business Management (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/minor-aknativebusinessmanagement)
• Minor in Business Administration (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/minor-businessadministration)
• Minor in Entrepreneurship (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/minor-entrepreneurship)
• Minor in International Business (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/minor-internationalbusiness)
• Minor in Real Estate (http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/businessadministration/minor-realestate)

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