

Management and Marketing

What do decision-making, consumer behavior, and organization theory have in common? They're interrelated parts of the management and marketing programs in UNCW's Cameron School of Business Administration. In addition to preparing students for traditional roles in industry, this program trains students for careers in legal, governmental, and non-profit institutions.

Students concentrating in marketing are encouraged to do field work in marketing research. An exciting application of this was the project recently completed for Dove Computer Corporation in Wilmington, said Don Latham, chairman of the department of management and marketing.

A class of marketing research students was asked to determine the marketability of a Dove product as a class assignment. The students designed a questionnaire approved by Dove, conducted a telephone survey, analyzed the data, and made a presentation to the company.

"It was a beautiful marriage - there was no charge to the company (for the students' work) and the experience was beneficial to the students," said Latham.

Management majors work on case studies from a variety of industries including air craft, communications, and high tech. "They work in teams in a competitive classroom environment," said Latham. And beginning in the fall, an international management course will be offered.

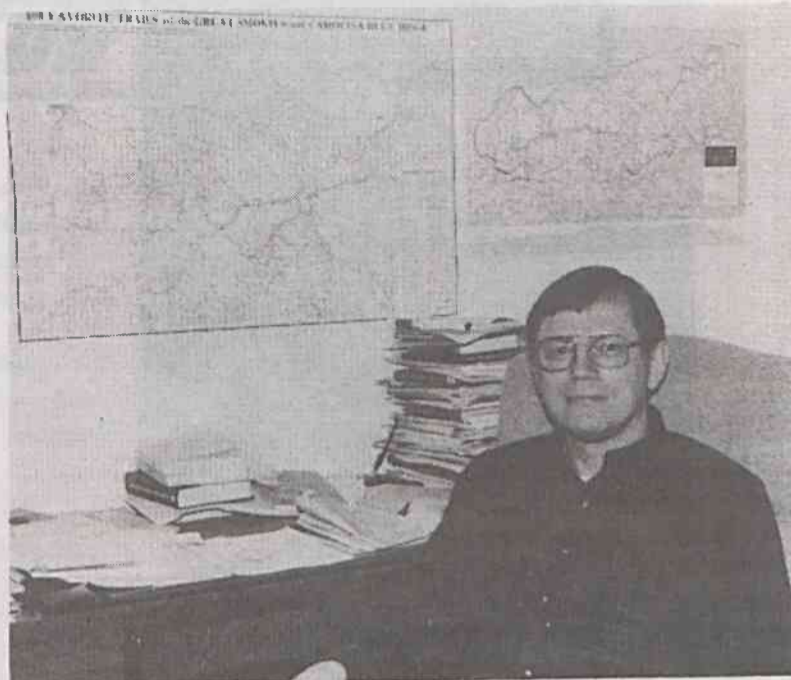
Internships in management and marketing are open to students having a 3.0 or better grade point average and who have a good understanding of marketing theory. These students are selected to go into the field to make a contribution, said Latham.

More students major in management and marketing than any other business concentration at UNCW, stated Latham. It's very popular because of the entry-level managerial and marketing positions available in industry today, Latham said.



Don Latham, chairman

Production and Decision Sciences



John Anderson, chairman

With the advent of computers and high technology comes the need for new management skills. Today entire offices are centered around information systems. These are coordinated combinations of computer hardware, software, and data that work together for a specific set of goals.

The people who direct information systems must have a good understanding of computers and business. The production and decision sciences department at UNCW trains people to do the job.

The program encompasses two disciplines, said John Anderson, chairman of the department. This includes the traditional production related courses such as inventory control and materials handling, as well as management and information systems courses. Topics include logistics management and decision support systems. This curriculum also uses computers to analyze complex production and operations problems.

Long-range plans for the department include a production and decision sciences laboratory that will house office automation and manufacturing technology. From FAX machines to robots, this lab will keep students abreast of the most modern tools and technology in the workplace, said Anderson. When students start school and uncouple themselves from the working world, they often lose touch with the technological developments in the marketplace. "One thing we're interested in is staying on the cutting edge in delivering this technical knowledge to the student," said Anderson.

Cameron Faculty

ROBERT W. APPLETON
Chairman of the Department of Accountancy and Business Law has traveled to Liberia, West Africa, as a consultant for the World Bank. He also taught in London, England at Richmond College for a year while on leave from UNCW. The student body at Richmond is composed of over 70 different nationalities.

RAVIJA BADARINATHI Associate Professor, spoke at the H.K.N. Memorial International Symposium

at the Indian Statistical Institute in Calcutta, India on December 22-24, 1989. Dr. Badarinathi presented his research on "Hierarchical Bayesian Approach to Reliability Estimation Under Competing Risk."

RONALD E. COPLEY Ph.D., C.F.A., Associate Professor of Finance went to Zurich, Switzerland in February 1990. The purpose of his trip was to train Swiss bankers from the Union Bank of Switzerland in portfolio management and security

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