

Department of Management, Marketing and General Business

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Full Graduate Faculty: Anwar, J. Cooley, Duman, Gerlich, Mills, Parmenter, Tapp, Voris.

Graduate courses in management and marketing focus on creating a “real world environment” by using business experiences of graduate students in class discussions, case analyses and research reports. Emphasis is placed on using computer tools in the strategic-decision process and developing written- and oral-communication skills through extensive research into current marketing issues. High priority is placed on understanding the role and significance of marketing to the success of domestic and international business.

Discipline	Course Prefix
General Business	BUSI
Management	MGT
Marketing	MKT

NOTE: See the “Academic Courses and Abbreviations” and “Course Descriptions” sections of this catalog for a complete list of courses offered by the University.