

2004-2005  
Strategic Action Plan  
Department of Management,  
Marketing, and International Business  
College of Business Administration  
University of Texas-Pan American

Effective Date: January 26, 2004

Prepared by David L. Sturges, Department Chair

Study Committee: Angelica Cortes, Penny Simpson, Walt Greene

**Department of Management, Marketing, and International Business  
College of Business Administration  
University of Texas-Pan American**

## **Mission Statement**

**The Department of Management, Marketing, and International Business at the University of Texas-Pan American (MMIB) is in the business of improving the way business is done in the Rio Grande Valley. Our mission is to prepare students for effective professional careers, to create and disseminate new knowledge about professional practice in business, and to provide the MMIB's communities with outstanding service.**

*David L. Sturges*  
Chair

see <http://www.baclass.panam.edu/mmib/>