

For more information



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For more about campus tours or for an *Undergraduate Catalog* or applications for admission and housing, contact:

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**MIDDLE
TENNESSEE**
STATE UNIVERSITY

**Concrete Industry
Management**



Engineering Technology Department

An Extraordinary Opportunity

The need for people with enhanced technical, communication, and management skills to meet the growing demands of a progressive, changing industry prompted development of the B.S. degree program in Concrete Industry Management. With its variety of hands-on, applied technology degrees and other programs directed toward specific sectors of commerce and industry, MTSU is an ideal location for such a venture. This program provides entrance to a field that needs professionals; we encourage students—men *and* women—desiring far-reaching career opportunities to consider Concrete Industry Management.

Since the program's inception in 1994, awareness of CIM has exploded across the United States. Our program has embraced students from 30 states, Belize, Guatemala, and Sudan. Internships offer interaction with professionals across the country as well as job opportunities in sales, production, and contracting.



"Our industry, the production end of the concrete industry, has a real need for professionals at all levels: sales, sales management, product management, and ultimately at the general management level. We think this is a great opportunity for young people to learn about the concrete industry and see what a career opportunity really could be for an individual having this degree from MTSU."

Eugene Martineau, past president and CEO, U.S. Concrete, Inc.

"The heavy industry involvement associated with the CIM program provided a clear connection between my university studies and upcoming professional career. This factor alone prepared me to enter and immediately become a contributing member to the concrete industry."

Terry Hughes, CIM Graduate

"The one-of-a-kind curriculum with practical coursework, phenomenal involvement from the industry, and opportunities for professional development through student organizations distinguish CIM from all other degree programs nationally."

*Heather Brown, Director
Concrete Industry Management*



“We’re supportive of the opportunity to put some very practically oriented technical people into the marketplace and minimize the need for companies like ourselves to go through a one-, two-, or three-year training program before they’re suitable for servicing our products. As a major employer, we are interested to have people of that caliber available to us.”

**Mike Shydowski, past president
BASF, Inc.**

The curriculum

The four-year degree in Concrete Industry Management (CIM) is offered by the **Engineering Technology Department** in the College of Basic and Applied Sciences. The goal is to produce broadly educated, articulate graduates grounded in basic math and science who are knowledgeable of concrete technology and techniques and are able to **manage people and systems** and to promote products or services related to the industry.

The curriculum was developed using **input from concrete professionals and industry consultants**. Its areas include general studies requirements, required support courses, major requirements of concrete-related courses, and business and marketing courses. All students acquire a minor in business administration.

General requirements include a broad range of courses which emphasize experiences common to all people who live and function in contemporary society. Examples are English, history, science, and mathematics. Required support courses include economics, microcomputers, mathematics, geology, chemistry, and speech. **Business courses** include accounting, finance, marketing, management, and business law.

Concrete-related courses developed specifically for the CIM program emphasize problem solving and **use case studies to provide realism**; stress customer satisfaction, quality assurance, profitability, and other industry perspectives; integrate **American Concrete Institute (ACI) certification** and American Society for Testing and Materials (ASTM) standards into the laboratories;

and use software common to the industry. Each student will take a series of core concrete classes and then have the option of choosing Production, Sales and Services (PSS), or Concrete Contracting (COCO) as a concentration. PSS offers opportunities in plant management, sales, quality control, marketing, human resources association work, and environmental safety. COCO is geared toward commercial construction with an emphasis in concrete building practices. Graduates can work as project engineers, project managers, estimators, or superintendents with general contractors or specialty concrete contractors.

Career capabilities

Examples of **opportunities immediately after graduation** include technical sales of products used to manufacture concrete; production management of a concrete ready mixed, precast/prestressed, pipe, or block plant; sales and marketing of production, construction, and finishing equipment; product distribution management; acting as a concrete specialist in an architectural and/or engineering firm or governmental agency; and support positions such as writer or editor for a technical magazine. The industry offers **long-term growth** leading to mid-level and executive management in small, medium and international companies.

Since the first graduating CIM class in 2000, alumni have dispersed across the country. Most of the graduates received **multiple employment offers**. The base salaries of CIM graduates are comparable to that of civil engineering, accounting, economics, and finance with attractive benefit packages.



The CIM program has graduates across the country.



The concrete canoe competition team

Scholarships

The concrete industry is committed to establishing scholarship opportunities for students. More than **25 scholarships are available each year** sponsored by companies and associations throughout the country, and more are being developed. Information may be obtained from the CIM web site or by contacting the CIM program offices directly.

Academic Common Market

The Academic Common Market (ACM) is an arrangement through which several states agree to share unique academic programs. Through an application process, students from participating states can enroll in qualifying programs for **in-state tuition**. Because the Concrete Industry Management program is one of a kind, it has been accepted by the Academic Common Market states: Alabama, Arkansas, Delaware, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Oklahoma, South Carolina, Virginia, and West Virginia.

For more information, please contact MTSU’s ACM Coordinator at 800-433-6878.

Professional development

Because of **weekly interaction with concrete industry professionals** in and out of the classroom, CIM students graduate job-ready and are actually introduced to the culture of the industry. Students **attend industry functions** like trade shows, conventions, and golf tournaments. A student becomes part of the industry when Concrete Industry Management is declared as a major.

Hands-on experiences and travel opportunities are available through the American Concrete Institute (ACI)

student chapter which furthers the knowledge and professionalism of its members through hosting guest speakers, visits to plants and job sites, management and completion of actual concrete placements for community service projects and fundraisers, national competitions, and trips around the country to attend industry functions. Through these sponsored activities, students have traveled to Baltimore, Las Vegas, Orlando, San Francisco, San Diego, Salt Lake City, and many other places.

Internships

The CIM program **requires students to intern after the sophomore year**, an opportunity to gain supervised, practical work experience in their particular field of interest within the industry. Internships are arranged according to the student’s and employer’s mutual needs during summer months or an academic semester. Most employers offer a housing allowance in addition to providing excellent work experience and a reasonable salary.

The campus and community

Middle Tennessee State University has a lovely traditional campus and **newer facilities** such as a Health, Wellness, and Recreation Center, library, and **state-of-the-art classrooms**. Enrollment of more than 23,000 students makes it possible to provide **solid programs**, yet MTSU is small enough to ensure individual help and attention.

MTSU is located in historic Murfreesboro, only 30 miles from the famous city of **Nashville**. Living here allows students to enjoy a metropolitan atmosphere while avoiding the inconvenience of a large city.

