Bachelor of Science in Marketing

Degree Requirements (120 hours)

I. Core Curriculum Requirements: 42 hours

Communication (6 hours)
- 3 hours Communication (RHET 1302)
- 3 hours Communication Elective (BCOM 3311)

Social and Behavioral Sciences (15 hours)
- 6 hours Government (GOVT 2301 and GOVT 2302)
- 6 hours American History
- 3 hours Social and Behavioral Science Elective (ECON 2301)

Humanities and Fine Arts (6 hours)
- 3 hours Fine Arts (ARTS 1301)
- 3 hours Humanities (HUMA 1301)

Mathematics and Quantitative Reasoning: (6 hours)
- 6 hours Calculus (MATH 1325 and MATH 1326)

Science (9 hours including at least one course with a substantial laboratory component)

II. Major Requirements: 64 hours

Major Preparatory Courses (18 hours)
- ACCT 2301 Introductory Financial Accounting
- ACCT 2302 Introductory Management Accounting
- BLAW 2301 Business and Public Law
- ECON 2301 Principles of Macroeconomics
- ECON 2302 Principles of Microeconomics
MATH 1325 \(^2\) Applied Calculus I\(^3, 4\)
MATH 1326 \(^2\) Applied Calculus II\(^3, 4\)
OPRE 3333 \(^2\) Quantitative Business Analysis

or MATH 2333 \(^2\) Matrices, Vectors, and Their Application\(^5\)

STAT 3360 Probability and Statistics for Management and Economics

or OPRE 3360 Managerial Decision Making under Uncertainty

Major Core Courses (25 hours)

MKT 3100 Professional Development
BCOM 3311 Business Communications\(^3\)
BCOM 4350 Advanced Business Communications
FIN 3320 Business Finance
MIS 3300 Introduction to Management Information Systems
OPRE 3310 Operations Management
OBHR 3310 Organizational Behavior

Major Related Courses (12 hours)

MKT 3340 Marketing Research
MKT 3320 Product and Brand Management
MKT 3330 Personal Sales and Sales Management
MKT 4380 Capstone Course in Marketing

Guided Electives (9 hours)

Three hours to be selected from:

MKT 4340, MKT 4321, MKT 4350, MKT 4360, MKT 4322, IMS 4320, or MKT 4V93.

Six hours to be selected from:

MKT 4340, MKT 4330, MKT 4321, MKT 4350, ENTP 3301, MIS 4353, IMS 4325, MKT 4351, MKT 4360, MKT 4322, MKT 4333, BA 4199, BA 4299, MKT 4V90, MKT 4V93, ECON 3310.
III. Elective Requirements: 14 hours

Advanced Electives (6 hours)

All students are required to take at least six hours of advanced electives outside their major field of study. These must be either upper-division classes or lower-division classes that have prerequisites. Six hours may be satisfied with OPRE 3333/MATH 2333 and OPRE 3360/STAT 3360 counted under Major Preparatory courses.

Free Electives (14 hours)

Both lower- and upper-division courses may count as electives but students must complete at least 51 hours of upper-division credit to qualify for graduation. JSOM freshman are required to take BA 1100 Business Basics.

1. Curriculum Requirements can be fulfilled by other approved courses from accredited institutions of higher education. The courses listed in parentheses are recommended as the most efficient way to satisfy both Core Curriculum and Major Requirements at UT Dallas.
2. Indicates a prerequisite class to be completed before enrolling for upper-division classes.
3. A required Major course that also fulfills a Core Curriculum requirement. Hours are counted in Core Curriculum.
4. Students may elect to substitute MATH 2413 and MATH 2414 or MATH 2417 and 2419.
5. Students may substitute MATH 2418 or CS 2305.

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