Naveen Jindal School of Management

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 semester credit 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
**Major Core Courses (25 hours)**

- **MKT 3100** Professional Development
- **BCOM 3311** Business Communication
- **BCOM 4350** Advanced Business Communication
- **FIN 3320** Business Finance
- **MIS 3300** Introduction to Management Information Systems
- **OPRE 3310** Operations Management
- **OBHR 3310** Organizational Behavior
- **MKT 3300** Principles of Marketing
- **BPS 4305** Strategic Management
- **IMS 3310** International Business

**Major Related Courses (12 hours)**

- **MKT 3340** Marketing Research
- **MKT 3320** Product and Brand Management
- **MKT 3330** Introduction to Professional Selling
- **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:


https://catalog.utdallas.edu/2013/undergraduate/programs/jsom/marketing
III. Elective Requirements: 14 hours

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 courses 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 MATH 2419.

5. Students may substitute MATH 2418 or CS 2305.

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