Naveen Jindal School of Management

Bachelor of Science in Marketing

Degree Requirements (120 semester credit hours)

I. Core Curriculum Requirements: 42 semester credit hours

Communication: 6 semester credit hours
- COMM 1311 Survey of Oral and Technology-based Communication
- RHET 1302 Rhetoric

Mathematics: 3 semester credit hours
- MATH 1325 Applied Calculus I

Life and Physical Sciences: 6 semester credit hours
- Select any 6 semester credit hours from Life and Physical Sciences core courses (see advisor and degree requirements)

Language, Philosophy and Culture: 3 semester credit hours
- Select any 3 semester credit hours from Language, Philosophy and Culture core courses (see advisor)

Creative Arts: 3 semester credit hours
- Select any 3 semester credit hours from Creative Arts core courses (see advisor)

American History: 6 semester credit hours
- Select any 6 semester credit hours from American History core courses (see advisor)

Government / Political Science: 6 semester credit hours
- GOVT 2305 American National Government
- GOVT 2306 State and Local Government

Social and Behavioral Sciences: 3 semester credit hours
- ECON 2301 Principles of Macroeconomics

Component Area Option: 6 semester credit hours
MATH 1326 Applied Calculus II
ECON 2302 Principles of Microeconomics

II. Major Requirements: 64 semester credit hours

Major Preparatory Courses: 15 semester credit 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 Applied Calculus I
MATH 1326 Applied Calculus II
OPRE 3333 Quantitative Business Analysis
or MATH 2333 Matrices, Vectors, and Their Application
STAT 3360 Probability and Statistics for Management and Economics
or OPRE 3360 Managerial Methods in Decision Making Under Uncertainty

Major Core Courses: 28 semester credit hours

MKT 3100 Professional Development
BCOM 3310 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 semester credit 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 semester credit hours

Three semester credit hours to be selected from:

- MKT 4330
- MKT 4331
- MKT 4332
- MKT 4340
- MKT 4350

Six semester credit hours to be selected from:

- MKT 4321
- MKT 4330
- MKT 4331
- MKT 4332
- MKT 4333
- MKT 4334
- MKT 4340
- MKT 4350
- MKT 4351
- MKT 4352
- MKT 4353
- MKT 4354
- MKT 4V93

III. Elective Requirements: 14 semester credit hours

Free Electives: 14 semester credit hours

Both lower- and upper-division courses may count as electives but students must complete at least 51 semester credit hours of upper-division courses to qualify for graduation.

JSOM freshmen are required to take BA 1100 Business Basics.

Each student is expected to complete a minimum of 160 hours of business-related work to fulfill the JSOM professional practicum requirement.

1. Incoming freshmen must complete and pass UNIV 1010 Freshman Seminar and the corresponding school-related freshman seminar course. Students, including transfer students, who complete their core curriculum at UT Dallas must take UNIV 2020.

2. Curriculum Requirements can be fulfilled by other approved courses from institutions of higher education. The courses listed are recommended as the most efficient way to satisfy both Core Curriculum and Major Requirements at UT Dallas.

3. Indicates a prerequisite class to be completed before enrolling for upper-division classes.

4. A required Major course that also fulfills a Core Curriculum requirement. Semester credit hours are counted in Core Curriculum.

5. Students may elect to substitute MATH 2413 and MATH 2414 or MATH 2417 and MATH 2419.

6. Students may substitute MATH 2418 or CS 2305.

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