Naveen Jindal School of Management

Marketing (BS)

Bachelor of Science in Marketing

Degree Requirements (120 semester credit hours)

Faculty


Professor Emeritus: Dale Osborne


Clinical Associate Professors: Sonia Leach, Carolyn Reichert, Kelly Slaughter, Mark Thouin, John McClain Watson

Assistant Professors: Mehmet Ayvaci, Emily Choi, Rebecca Files, Bernhard Ganglmair, Dorothée Honhon, Elisabeth Honka, Kyle Hyndman, Atanu Lahiri, Sheen Levine, Bin Li, Jun Li, Meng Li, Ningzhong Li, Virginie Lopez-Kidwell, Arzu Ozoguz, Anyan Qi, Alessio Saretto, Harpredit Singh, Gonca P. Soysal, Upender Subramanian, Shaojie Tang, Christian Von-Drathen, Malcolm Wardlaw, Han (Victor) Xia, Shengqi Ye, Nir Yehuda, Jieying Zhang, Xiaofei Zhao

Clinical Assistant Professors: Hans-Joachim Adler, Shawn Alborz, Athena Alimirzaei, Moran Bluestein, John Gamino, Ayfer Gurun, Vance Lewis, Liping Ma, Dawn Owens, Anastasia V. Shcherbakova

Senior Lecturers: Arthur M. Agulnek, Semiramis Amirpour, Frank Anderson, Anindita Bardhan, Ronald Blair, Daniel Bochsler, Tiffany A. Bortz, Richard Bowen, Judd Bradbury, Monica E. Brussolo, George DeCourcy, Eugene (Gene) Deluke, Alexander Edsel, Amal El-Ashmawi, Carol Flannery, Mary Beth Goodrich, Maria Hasenhuttl, Julie Haworth, Thomas (Tom) Henderson, Jennifer G. Johnson, Lynn Carl Jones, Jackie Kimzey, Kristen Lawson, Chris Linsteadt, Diane S. McNulty, Madison Pedigo, Jared Pickens, Matt Polze, James
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 beyond Core Curriculum

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
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
ITSS 3300  Information Technology for Business
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 4330  Digital and Internet Marketing
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 3320, MKT 4331, MKT 4332, MKT 4340, MKT 4350 or MKT 4V93
Six semester credit hours to be selected from:

MKT 4321, MKT 3320, MKT 4331, MKT 4332, MKT 4333, MKT 4334, MKT 4340, MKT 4350, MKT 4351, MKT 4360, MKT 4370, MKT 4V83, MKT 4V90, MKT 4V93, ATEC 4341, BA 4299, BA 4199, ECON 3310, ENTP 3301, (ENTP 4311 or ENTP 4330), IMS 4310, MKT 4320, ITS 4312

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 enroll and complete requirements of UNIV 1010 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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