

Naveen Jindal School of Management

Marketing (BS)

Bachelor of Science in Marketing

Degree Requirements (120 semester credit hours)¹

Faculty

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Professors: Ashiq Ali, Indranil R. Bardhan, Alain Bensoussan, Gary Bolton, Metin Çakanyildirim, Daniel A. Cohen, William M. Cready, Milind Dawande, Theodore E. Day, Gregory G. Dess, David L. Ford Jr., Umit G. Gurun, Varghese S. Jacob, Ganesh Janakiraman, Elena Katok, Dmitri Kuksov, Nanda Kumar, Stanley Liebowitz, Zhiang (John) Lin, Sumit K. Majumdar, Vijay S. Mookerjee, B. P. S. Murthi, Vikram Nanda, Özalp Özer, Mike W. Peng, Hasan Pirkul, Suresh Radhakrishnan, Srinivasan Raghunathan, Ram C. Rao, Brian Ratchford, Michael J. Rebello, Sumit Sarkar, Suresh P. Sethi, Kathryn E. Stecke, Wing Kwong (Eric) Tsang, John J. Wiorkowski, Harold Zhang

Professor Emeritus: Dale Osborne

Clinical Professors: John Barden, Britt Berrett, Abhijit Biswas, Pamela Foster Brady, Shawn Carraher, Paul Convery, David Cordell, Tevfik Dalgic, Michael Deegan, Kutsal Dogan, Howard Dover, Greg Durham, Forney Fleming III, Randall S. Guttery, Charles Hazzard, William Hefley, Robert Hicks, Gerald (Jerry) Hoag, Marilyn Kaplan, Peter Lewin, Jeffrey Manzi, John F. McCracken, Dennis McCuistion, Diane S. McNulty, Radha Mookerjee, Parneet Pahwa, Joseph Picken, Divakar Rajamani, Daniel Rajaratnam, David Ritchey, Arthur Selender, Rajiv Shah, Kenneth Smith, Habte Woldu, Fang Wu, Laurie L. Ziegler

Associate Professors: Nina Baranchuk, Norris Bruce, Huseyin Cavusoglu, Jianqing Chen, Zhonglan Dai, Rebecca Files, Xianjun Geng, J. Richard Harrison, Ernan E. Haruvy, Surya N. Janakiraman, Robert L. Kieschnick Jr., Seung-Hyun Lee, Livia Markóczy, Amit Mehra, Syam Menon, Toyah Miller, Alp Muharremoglu, Ramachandran (Ram) Natarajan, Valery Polkovnichenko, Ashutosh Prasad, Orlando C. Richard, Young U. Ryu, Gil Sadka, Jane Salk, Harpreet Singh, David J. Springate, Upender Subramanian, Kelsey D. Wei, Jun Xia, Ying Xie, Yexiao Xu, Alejandro Zentner, Yuan Zhang, Feng Zhao, Zhiqiang (Eric) Zheng, Yibin Zhou

Clinical Associate Professors: Shawn Alborz, Larry Chasteen, Sonia Leach, Kannan Ramanathan, Carolyn Reichert, Avanti P. Sethi, Kelly Slaughter, James Szot, Mark Thouin, John McClain Watson

Assistant Professors: Mehmet Ayvaci, Emily Choi, Bernhard Ganglmair, Dorothée Honhon, Kyle Hyndman, Atanu Lahiri, Sheen Levine, Bin Li, Jun Li, Meng Li, Ningzhong Li, Xiaolin Li, Naim Bugra Ozel, Arzu Ozoguz, Anyan Qi, Alejandro Rivera Mesias, Alessio Saretto, Serdar Simsek, Gonca P. Soysal, Shaojie Tang, Christian Von-Drathen, Malcolm Wardlaw, Han (Victor) Xia, Steven Xiao, Shengqi Ye, Nir Yehuda, Jieying Zhang, Zhe (James) Zhang, Xiaofei Zhao

Clinical Assistant Professors: Athena Alimirzaei, Moran Blueshtein, Judd Bradbury, John Gamino, Ayfer Gurun, Maria Hasenhuttl, Julie Haworth, Jeffery (Jeff) Hicks, Kristen Lawson, Vance Lewis, Liping Ma, Ravi Narayan, Dawn Owens, Anastasia V. Shcherbakova, Jeanne Sluder, Nassim Sohaee

Visiting Assistant Professor: Lale Guler

Senior Lecturers: Arthur M. Agulnek, Semiramis Amirpour, Frank Anderson, Anindita Bardhan, Tiffany A. Bortz, Richard Bowen, Monica E. Brussolo, George DeCourcy, Eugene (Gene) Deluke, Alexander Edsel, Amal El-Ashmawi, Carol Flannery, Mary Beth Goodrich, Thomas (Tom) Henderson, Jennifer G. Johnson, Jackie Kimzey, Chris Linsteadt, Michele Lockhart, Joseph Mauriello, Victoria D. McCrady, Edward Meda, Prithi Narasimhan, Madison Pedigo, Matt Polze, James Richards, Debra Richardson, Margaret Smallwood, Steven Solcher, Luell (Lou) Thompson, Amy L. Troutman, Jeremy Vickers, Robert Wright, Kathy Zolton, Hubert Zydorek

I. Core Curriculum Requirements: 42 semester credit hours²

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 Accounting₃

[ACCT 2302](#) Introductory Management Accounting₃

[BLAW 2301](#) Business and Public Law₃

[ECON 2301](#) Principles of Macroeconomics_{3, 4}

[ECON 2302](#) Principles of Microeconomics_{3, 4}

[MATH 1325](#) Applied Calculus I_{3, 4, 5}

[MATH 1326](#) Applied Calculus II_{3, 4, 5}

[OPRE 3333](#) Quantitative Business Analysis₃

or [MATH 2333](#) Matrices, Vectors, and Their Application_{3, 6}

[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](#), [MKT 4V90](#) or [MKT 4V93](#)

Six semester credit hours to be selected from:

[MKT 3V92](#), [MKT 4321](#), [MKT 3320](#), [MKT 4331](#), [MKT 4332](#), [MKT 4333](#), [MKT 4334](#), [MKT 4335](#), [MKT 4336](#), [MKT 4337](#), [MKT 4338](#), [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](#), [ITSS 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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