Marketing (BS)

Bachelor of Science in Marketing

**Degree Requirements** *(120 semester credit hours)*

*View an Example of Degree Requirements by Semester*

**Faculty**


**Professor Emeritus:** Dale Osborne


**Associate Professors:** Nina Baranchuk, Norris Bruce, Jianqing Chen, Zhonglan Dai, Rebecca Files, Xianjun Geng, J. Richard Harrison, Ernan E. Haruvy, Surya N. Janakiraman, Robert L. Kieschnick Jr., Seung-Hyun Lee, Ningzhong Li, Livia Markóczy, Amit Mehra, Toyah Miller, Alp Muharrremoglu, 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, Han (Victor) Xia, Jun Xia, Ying Xie, Yexiao Xu, Alejandro Zentner, Jieying Zhang, 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, McClain Watson

**Assistant Professors:** Mehmet Ayvaci, Emily Choi, Bernhard Ganglmair, Dorothée Honhon, Kyle Hyndman, Atanu Lahiri, Sheen Levine, Bin Li, Jun Li, Meng Li, Xiaolin Li, Naim Bugra Özel, Arzu Ozoguz, Anyan Qi, Alejandro Rivera Mesias, Alessio Saretto, Serdar Simsek, Gonca P. Soysal, Shaojie Tang, Christian Von-Drathen, Malcolm Wardlaw, Steven Xiao, Shengqi Ye, Nir Yehuda, Zhe (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: 65 semester credit hours

Major Preparatory Courses: 15 semester credit hours beyond Core Curriculum

**ACCT 2301** Introductory Financial Accounting\(^3\)

**ACCT 2302** Introductory Management Accounting\(^3\)

**BLAW 2301** Business and Public Law\(^3\)

**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 Analysis\(^3\)

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: 26 semester credit hours

**BA 1100** Business Basics and **MKT 3100** Professional Development\(^7\)

or **MKT 3200** Introduction to Business Professional Development and Business Communication\(^7\)

**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
**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 or **ENTP 3320** Start-up Launch I

**Guided Electives: 12 semester credit hours**

A practicum experience is required; the student has the option of zero to 3 semester credit hours, depending on the particular internship, and preference for additional electives.

- **MKT 4V90** Marketing Internship
- **MKT 4090** Marketing Internship

Choose from the following to fulfill remaining Elective semester credit hours:

Six semester credit hours to be selected from:

- MKT 3320, MKT 4331, MKT 4332, MKT 4340, MKT 4350, MKT 4334, MKT 4337, MKT 4338, 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, BA 4299, BA 4199, ECON 3310, ENTP 3301, (ENTP 4311 or ENTP 4330), IMS 4310, MKT 4320, ITSS 4312

**III. Elective Requirements: 13 semester credit hours**

**Free Electives: 13 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.

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.

7. JSOM freshmen are required to take BA 1100 and MKT 3100. Transfer students and students new to JSOM are required to take MKT 3200.

8. MKT 4V90 will count as three semester credit hours from one of the Elective options below.

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