Naveen Jindal School of Management

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

**Clinical Professors:** John Barden, Britt Berrett, Abhijit Biswas, Ranavir Bose, Pamela Foster Brady, Shawn Carraher, Larry Chasteen, Paul Convery, David Cordell, Kutsal Dogan, Howard Dover, Forney Fleming III, John Gamino, Randall S. Guttery, Charles Hazzard, William Hefley, Robert Hicks, Gerald (Jerry) Hoag, Marilyn Kaplan, Ching-Chung Kuo, Sonia Leach, Peter Lewin, Jeffrey Manzi, John F. McCracken, Dennis McCuistion, Diane S. McNulty, Joseph Picken, Divakar Rajamani, Daniel Rajaratnam, David Ritchey, Rajiv Shah, Mark Thouni, Keith Thurgood, Jeff Weekley, Habte Woldu, Fang Wu, Laurie L. Ziegler

**Associate Professors:** Nina Baranchuk, Norris Bruce, Jianqing Chen, Zhonglan Dai, Rebecca Files, Xianjun Geng, J. Richard Harrison, Dorothée Honhon, Kyle Hyndman, Surya N. Janakiraman, Robert L. Kieschnick Jr., Atanu Lahiri, Jun Li, Ningzhong Li, Livia Markóczy, Amit Mehra, Toyah Miller, Ramachandran (Ram) Natarajan, Naim Bugra Ozel, H. Dennis Park, Valery Polkovnichenko, Cuili Qian, 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, Yibin Zhou

**Clinical Associate Professors:** Steven Guengerich, Lale Guler, David Parks, Carolyn Reichert, Avanti P. Sethi, Kelly Slaughter, James Szot, McClain Watson

**Assistant Professors:** Mehmet Ayvacı, Qi (George) Chen, Khai Chiong, Emily Choi, Bernhard Ganglmair, Nathan Goldman, Ying Huang, Sora Jun, Sheen Levine, Meng Li, Xiaolin Li, Maria Loumioti, Jean-Marie Meier, Radha Mookerjee, Anany Qi, Alejandro Rivera Mesias, Alessio Saretto, Simon Siegenthaler, Serdar
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

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

Choose one of the following:

- **BA 1320** Business is a Global World³ ⁴
- **ECON 2301** Principles of Macroeconomics³ ⁴
- **ECON 2302** Principles of Microeconomics³ ⁴

Component Area Option: 6 semester credit hours

Choose two of the following:

- **BA 1320** Business is a Global World² ⁴
- **ECON 2301** Principles of Macroeconomics³ ⁴
- **ECON 2302** Principles of Microeconomics³ ⁴

II. Major Requirements: 62 semester credit hours

Major Preparatory Courses: 12 semester credit hours beyond Core Curriculum

- **ACCT 2301** Introductory Financial Accounting³
- **ACCT 2302** Introductory Management Accounting³
- **BLAW 2301** Business and Public Law²
- **MATH 1325** Applied Calculus I³ ⁴ ⁵
- **STAT 3360** Probability and Statistics for Management and Economics
  or **OPRE 3360** Managerial Methods in Decision Making Under Uncertainty
- **BA 1310** Principles of Business Decision Making
  or **ECON 2301** Principles of Macroeconomics³ ⁴
- **BA 1320** Business in a Global World³ ⁴
  or **ECON 2302** Principles of Microeconomics³ ⁴

Major Core Courses: 26 semester credit hours

- **BA 1100** Business Basics and **MKT 3100** Professional Development⁶
  or **MKT 3200** Introduction to Business and Professional Development⁶
- **BCOM 3310** Business Communication
- **BCOM 4350** Advanced Business Communication
- **FIN 3320** Business Finance
**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

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

- **ENTP 4340** Social Sector Engagement and Community Outreach
- **BA 4095** Social Sector Engagement and Community Outreach Practicum

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**

Six semester credit hours to be selected from:


**III. Elective Requirements: 16 semester credit hours**

**Free Electives: 16 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 or MATH 2417.

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

7. MKT 4V90 will count as three semester credit hours in one of the Elective options.

8. Courses listed can be used to fulfill hours for Marketing Guided Electives if not already used elsewhere.

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