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](https://catalog.utdallas.edu/2019/undergraduate/programs/jsom/marketing)

**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, Divakar Rajamani, Daniel Rajaratnam, David Ritchey, Rajiv Shah, Mark Thouin, 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, Lívia 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 Ayvaci, Qi (George) Chen, Khai Chiong, Emily Choi, Bernhard Ganglmair, Nathan Goldman, Ying Huang, Sora Jun, Sheen Levine, Meng Li, Xiaolin Li, Maria
I. Core Curriculum Requirements: 42 semester credit hours

Communication: 6 semester credit hours

- COMM 1315 Public Speaking
- or COMM 1311 Survey of Oral and Technology-based Communication
- RHET 1302 Rhetoric

Mathematics: 3 semester credit hours

- MATH 1325 Applied Calculus 1, 3, 4, 5

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 1310** Making Choices in Free Market Systems\(^3, 4\) (Awaiting Core Approval from THECB)
**BA 1320** Business in a Global World\(^3, 4\)
**ECON 2301** Principles of Macroeconomics\(^3, 4\)
**ECON 2302** Principles of Microeconomics\(^3, 4\)

Component Area Option: 6 semester credit hours
Choose two of the following:

**BA 1310** Making Choices in Free Market Systems\(^3, 4\) (Awaiting Core Approval from THECB)
**BA 1320** Business in a Global World\(^3, 4\)
**ECON 2301** Principles of Macroeconomics\(^3, 4\)
**ECON 2302** Principles of Microeconomics\(^3, 4\)

II. Major Requirements: 62 semester credit hours

Major Preparatory Courses: 12 semester credit hours beyond Core Curriculum\(^6\)

**ACCT 2301** Introductory Financial Accounting\(^3\)
**ACCT 2302** Introductory Management Accounting\(^3\)
**BLAW 2301** Business and Public Law\(^3\)
**MATH 1325** Applied Calculus I\(^3, 4, 5\)
**STAT 3360** Probability and Statistics for Management and Economics
or **OPRE 3360** Managerial Methods in Decision Making Under Uncertainty
**BA 1310** Making Choices in Free Market Systems\(^3, 4\) (Awaiting Core Approval from THECB)
or **ECON 2302** Principles of Microeconomics\(^3, 4\)
BA 1320 Business in a Global World\(^\text{3, 4}\)

or ECON 2301 Principles of Macroeconomics\(^\text{3, 4}\)

Major Core Courses: 26 semester credit hours

BA 1100 Business Basics and MKT 3100 Professional Development\(^\text{7}\)

or MKT 3200 Introduction to Business and Professional Development\(^\text{7}\)

BCOM 3310 Business Communication

BCOM 4350 Advanced Business Communication

FIN 3320 Business Finance

ITSS 3300 Information Technology for Business

OPRE 3310 Operations Management

OBHR 3330 Introduction to Human Resource Management

or OBHR 3310 Organizational Behavior

MKT 3300 Principles of Marketing

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 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\(^\text{8}\)

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.

IMS 4335 Social Sector Entrepreneurship and Community Engagement

or ENTP 4340 Social Sector Entrepreneurship and Community Engagement

or MKT 4360 Social Marketing
Choose from the following to fulfill remaining Guided Elective semester credit hours:

Nine semester credit hours to be selected from:

- MKT 3320, MKT 4331, MKT 4332, MKT 4333, MKT 4334, MKT 4335, MKT 4336, MKT 4337, MKT 4338, MKT 4340, MKT 4350, MKT 4360, MKT 4370, MKT 4V83, MKT 4V90, or MKT 4V93

Remaining semester credit hours to be selected from:

- ATCM 3350, ATCM 2303, BA 4299, BA 4199, ENTP 3301, ENTP 4311, ENTP 4340, IMS 4310, or ITS S 4312.

Course prerequisites must be met.

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. Certain courses listed are prerequisites for major core (e.g., BA 1320 or ECON 2301 for IMS 3310), major concentration, or major related courses. Choose accordingly.

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 in one of the Elective options.

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