Naveen Jindal School of Management

Master of Science in Marketing

36 semester credit hours minimum

Faculty

**Professors:** Ashiq Ali, Sanjay Jain, Dmitri Kuksov, Nanda Kumar, Seung-Hyun Lee, Syam Menon, B. P. S. Murthi, Ram C. Rao, Brian Ratchford

**Associate Professors:** Norris Bruce, Orlando C. Richard, Harpreet Singh, Upender Subramanian, Ying Xie

**Assistant Professors:** Khai Chiong, Joonhwi Joo, Radha Mookerjee, Shervin Tehrani, Zhe (James) Zhang

**Clinical Professors:** Abhijit Biswas, Howard Dover, William Hefley, Sonia Leach, Daniel Rajaratnam, Kannan Ramanathan, Mark Thouin, Fang Wu, Laurie L. Ziegler

**Clinical Associate Professors:** Carolyn Reichert, Avanti P. Sethi

**Clinical Assistant Professors:** Moran Blueshtein, Judd Bradbury, Jerome Gafford, Maria Hasenhuttl, Julie Haworth, Jeffery (Jeff) Hicks, Parneet Pahwa

**Senior Lecturers:** Semiramis Amirpour, Monica E. Brussolo, Alexander Edsel, Guido Tirone

Degree Requirements

The Master of Science in Marketing (MS MKT) is a minimum 36 semester credit hours degree program that is designed to meet the needs of students in today's data-driven marketplace, in which the exponential growth in data generated from store scanners and web transactions, navigation, search, and more recently, social media, requires new marketing skills and knowledge. Students may choose from any of the tracks listed below as part of their degree program.

- Advertising and Brand Management
- Business Development and Professional Sales
- Digital Advertising and Marketing
- Marketing Analytics and Customer Insights
- Marketing Management
- Product Management

To apply for this degree program, an undergraduate degree is required (all majors are considered). Students must maintain a 3.0 grade-point average (GPA) in both core courses and in all graduate courses taken in the degree program, excluding program prerequisites to qualify for the MS degree. Following the completion of 18 credit hours, a student must successfully complete an internship or practicum. Students can also obtain a double MS and MBA degree by taking a total of 63 semester credit hours (assuming they meet all the degree requirements for both programs).
Prerequisite

Students pursuing the Master of Science in Marketing degree program are required to complete one semester credit hour of **MKT 6301** Marketing Management. Degree credit is not earned for program prerequisites, however, the grade achieved in prerequisites will count toward the student's grade-point average (GPA). All program prerequisites must be satisfied within the first semester of graduate study as a degree-seeking student.

Course Requirements

Core Courses: 15 semester credit hours

- **MKT 6301** Marketing Management
- **MKT 6309** Marketing Data Analysis and Research
- **MKT 6310** Consumer Behavior
- **MKT 6339** Capstone Marketing Decision Making
  - or **MKT 6350** Competitive Marketing Strategy
- **OPRE 6301** Statistics and Data Analysis

Specialized Tracks: 21 semester credit hours

Choose from one of the following four specialized tracks or from the [Marketing Management Track](https://catalog.utdallas.edu/2020/graduate/programs/jsom/marketing). Students may substitute only one three-semester credit hour master’s-level course from any unrestricted course/prefix offered within JSOM as a free elective in the degree plan.

- **MKT 6009** Marketing Internship (required elective)

Advertising and Branding Track

**Advertising and Branding Core Courses (12 semester credit hours)**

- **MKT 6321** Interactive and Digital Marketing
- **MKT 6330** Brand Management
- **MKT 6332** Advertising and Promotional Strategy
- **MKT 6343** Social Media Marketing and Insights

**Advertising and Branding Elective Courses (9 semester credit hours)**

- **MKT 6340** Marketing Projects
- **MKT 6341** Marketing Automation and Campaign Management
- **MKT 6342** Marketing Customer Insights Development
**MKT 6349** MarTech Ecosystem

**MKT 6350** Competitive Marketing Strategy

**MKT 6352** Marketing Web Analytics and Insights

**MKT 6353** Customer Analytics and Insights

**MKT 6V98** Marketing Internship

**MKT 6V99** Special Topics in Marketing

**BUAN 6392** (MIS 6392) Causal Analytics and A/B Testing

Choose any one three-semester credit hour MKT prefix elective course from any track or catalog year.

**Business Development and Professional Sales Track**

**Business Development and Professional Sales Core Courses (9 semester credit hours)**

**MKT 6334** Digital Sales Strategy

**MKT 6382** Professional Selling I

**OB 6332** Negotiation and Dispute Resolution

**Business Development and Professional Sales Elective Courses (12 semester credit hours)**

**Tier I Electives** (most relevant to this track)

**MKT 6321** Interactive and Digital Marketing

**MKT 6331** Building and Managing Professional Sales Organizations

**MKT 6338** Customer Relationship Management with Salesforce

**MKT 6341** Marketing Automation and Campaign Management

**BPS 6360** Management and Organizational Consulting: Theory and Practice

**OB 6332** Negotiation and Dispute Resolution

**Tier II Electives**

**MKT 6342** Marketing Customer Insights Development

**MKT 6V98** Marketing Internship

**MKT 6V99** Special Topics in Marketing

**BPS 6332** Strategic Leadership

Choose any one three-semester credit hour MKT or ENTP prefix elective course from any degree plan, track or catalog year.

Digital Advertising and Marketing Track

Digital Advertising and Marketing Core Courses (12 semester credit hours)

- **MKT 6321** Interactive and Digital Marketing
- **MKT 6343** Social Media Marketing and Insights
- **MKT 6349** MarTech Ecosystem
- **MKT 6352** Marketing Web Analytics and Insights

Digital Advertising and Marketing Elective Courses (9 semester credit hours)

**Tier I Electives** (most relevant to this track)

- **MKT 6332** Advertising and Promotional Strategy
- **MKT 6334** Digital Sales Strategy
- **MKT 6341** Marketing Automation and Campaign Management
- **MKT 6353** Customer Analytics and Insights
- **MKT 6V99** Special Topics in Marketing
- **BUAN 6392 (MIS 6392)** Causal Analytics and A/B Testing

**Tier II Electives**

- **MKT 6338** Customer Relationship Management with Salesforce
- **MKT 6340** Marketing Projects
- **MKT 6342** Marketing Customer Insights Development
- **MKT 6350** Competitive Marketing Strategy
- **MKT 6V98** Marketing Internship
- **IMS 6314** Global E-Business Marketing
- **MIS 6320** Database Foundations

Choose any one three-semester credit hour MKT, BUAN or MIS prefix elective course from any degree plan, track or catalog year.

Marketing Analytics and Customer Insights Track

Marketing Analytics and Customer Insights Core Courses (9 semester credit hours)

- **MKT 6353** Customer Analytics and Insights
- **BUAN 6320** Database Foundations for Business Analytics
  - or **MIS 6320** Database Foundations
- **OPRE 6332** Spreadsheet Modeling and Analytics
Marketing Analytics and Customer Insights Elective Courses (12 semester credit hours from one focus area)

Analytics Focus (12 semester credit hours)

MKT 6337 Predictive Analytics using SAS
MKT 6340 Marketing Projects
MKT 6347 Marketing Analytics Project
MKT 6V98 Marketing Internship
MKT 6V99 Special Topics in Marketing
BUAN 6312 Applied Econometrics and Time Series Analysis
BUAN 6320 Database Foundations for Business Analytics
BUAN 6335 Organizing for Business Analytics Platforms
BUAN 6340 Programming for Data Science
BUAN 6341 Applied Machine Learning
BUAN 6345 High Performance Analytics with SAP
BUAN 6346 Big Data
BUAN 6347 Advanced Big Data Analytics
BUAN 6357 Advanced Business Analytics with R
BUAN 6398 Prescriptive Analytics
BUAN 6390 Analytics Practicum
HMGT 6334 Healthcare Analytics
MECO 6312 Applied Econometrics and Time Series Analysis
MIS 6309 Business Data Warehousing
MIS 6356 Business Analytics with R
MIS 6334 Advanced Business Analytics with SAS
MIS 6357 Advanced Business Analytics with R
MIS 6380 Data Visualization
OPRE 6359 Advanced Statistics for Data Science
OPRE 6398 Prescriptive Analytics

Choose any one three-semester credit hour MKT or BUAN or MECO or MIS or OPRE prefix elective course from any degree plan, track or catalog year.

Or
**Customer Insights Focus** (12 semester credit hour)

- **MKT 6321** Interactive and Digital Marketing
- **MKT 6334** Digital Sales Strategy
- **MKT 6336** Pricing Analytics
- **MKT 6338** Customer Relationship Management with Salesforce
- **MKT 6340** Marketing Projects
- **MKT 6341** Marketing Automation and Campaign Management
- **MKT 6342** Marketing Customer Insights Development
- **MKT 6343** Social Media Marketing and Insights
- **MKT 6347** Marketing Analytics Project
- **MKT 6349** MarTech Ecosystem
- **MKT 6352** Marketing Web Analytics and Insights
- **MKT 6V98** Marketing Internship
- **MKT 6V99** Special Topics in Marketing
- **BPS 6360** Management and Organizational Consulting: Theory and Practice
- **MECO 6303** Business Economics
- **BUAN 6392** (MIS 6392) Causal Analytics and A/B Testing
- **MIS 6320** Database Foundations
- **MIS 6380** Data Visualization
- **OPRE 6362** Project Management in Engineering and Operations

Choose any one three-semester credit hour MKT or BUAN or ENTP or MIS prefix elective course from any degree plan, track or catalog year.

**Product Management Track**

**Product Management Core Courses (9 semester credit hours)**

- **MKT 6329** New Product Development
- **MKT 6330** Brand Management
- **MKT 6336** Pricing Analytics

**Product Management Elective Courses (12 semester credit hours)**

**Tier I Electives** (most relevant to this track)

- **BPS 6360** Management and Organizational Consulting: Theory and Practice
ENTP 6375 Technology and New Product Development
ENTP 6388 Managing Innovation within the Corporation
MIS 6360 Agile Project Management
MKT 6331 Building and Managing Professional Sales Organizations
MKT 6342 Marketing Customer Insights Development
MKT 6380 Market Entry Strategies
OPRE 6362 Project Management in Engineering and Operations

Tier II Electives

ENTP 6360 Startup Launch I
ENTP 6370 Innovation and Entrepreneurship
ENTP 6390 Business Model Innovation
IMS 6310 International Marketing
MKT 6332 Advertising and Promotional Strategy
MKT 6334 Digital Sales Strategy
MKT 6340 Marketing Projects
MKT 6341 Marketing Automation and Campaign Management
MKT 6350 Competitive Marketing Strategy
MKT 6V98 Marketing Internship
MKT 6V99 Special Topics in Marketing

Choose any one three-semester credit hour MKT or BPS or ENTP or OPRE prefix elective course from any degree plan, track or catalog year.

Marketing Management Track: 21 semester credit hours

This track has no core courses. Students may select any 21 semester credit hours from the courses below. However, at least nine semester credit hours must be from courses with the MKT prefix.

Marketing Area Courses (at least 9 semester credit hours)

MKT 6321 Interactive and Digital Marketing
MKT 6329 New Product Development
MKT 6330 Brand Management
MKT 6331 Building and Managing Professional Sales Organizations
MKT 6332 Advertising and Promotional Strategy
**MKT 6334** Digital Sales Strategy  
**MKT 6336** Pricing Analytics  
**MKT 6337** Predictive Analytics Using SAS  
**MKT 6338** Customer Relationship Management with Salesforce  
**MKT 6340** Marketing Projects  
**MKT 6341** Marketing Automation and Campaign Management  
**MKT 6342** Marketing Customer Insights Development  
**MKT 6343** Social Media Marketing and Insights  
**MKT 6349** MarTech Ecosystem  
**MKT 6350** Competitive Marketing Strategy  
**MKT 6352** Marketing Web Analytics and Insights  
**MKT 6353** Customer Analytics and Insights  
**MKT 6380** Market Entry Strategies  
**MKT 6382** Professional Selling I  
**MKT 6V98** Marketing Internship  
**MKT 6V99** Special Topics in Marketing  
**MKT 6347** Marketing Analytics Project  

Choose any MKT prefix course from any track or future catalog years.

**Non-Marketing Area Courses**  
**ACCT 6301** Financial Accounting  
**ACCT 6305** Accounting for Managers  
**BPS 6332** Strategic Leadership  
**BPS 6360** Management and Organizational Consulting: Theory and Practice  
**BUAN 6312** Applied Econometrics and Time Series Analysis  
**BUAN 6320** Database Foundations for Business Analytics  
**BUAN 6324** Business Analytics With SAS  
**BUAN 6335** Organizing for Business Analytics Platforms  
**BUAN 6340** Programming for Data Science  
**BUAN 6341** Applied Machine Learning  
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OPRE 6362 Project Management in Engineering and Operations

OPRE 6398 Prescriptive Analytics

Choose any one three-semester credit hour BPS or ENTP or IMS or MECO or MIS or OPRE prefix course from any degree plan, track or catalog year.

1. Students may use MKT 6009 only for their first internship and any additional internship must be completed as MKT 6V98 (3 semester credit hours maximum). Students may also substitute MKT 6009 with MKT 6V98 or MKT 6321 or MKT 6399 or MKT 6340 or MKT 6343 or MKT 6350 or MKT 6347 (Marketing Analytics Project) to fulfill the internship requirement.

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