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**


**Associate Professors:** Mehmet Ayvaci, Nina Baranchuk, Norris Bruce, Jianqing Chen, Zhonglan Dai, Rebecca Files, Dorothée Honhon, Bin Hu, 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, Cuili Qian, Orlando C. Richard, Young U. Ryu, Gil Sadka, Harpreet Singh, David J. Springate, Upender Subramanian, Kelsey D. Wei, Han (Victor) Xia, Jun Xia, Ying Xie, Yexiao Xu, Alejandro Zentner, Jierying Zhang, Yuan Zhang, Feng Zhao, Yibin Zhou

**Assistant Professors:** Khai Chiong, Emily Choi, Andrew Frazelle, Ying Huang, Joonhwi Joo, Sora Jun, Sheen Levine, Meng Li, Maria Loumioti, Jean-Marie Meier, Radha Mookerjee, Anyan Qi, Alejandro Rivera Mesias, Alessio Saretto, Simon Siegenthaler, Serdar Simsek, Shaojie Tang, Xiaoxiao Tang, Shervin Tehrani, Ashwin Venkataraman, Christian Von-Drathen, Guihua Wang, Shouqiang Wang, Junfeng Wu, Steven Xiao, Yingjie Zhang, Zhe (James) Zhang, Xiaofei Zhao

**Professors Emeriti:** Dale Osborne, John J. Wiorkowski

**Assistant Professors Emeriti:** J. Richard Harrison, Jane Salk

**Clinical Professors:** John Barden, Britt Berrett, Abhijit Biswas, Ranavir Bose, Shawn Carraher, Larry Chasteen, David Cordell, Howard Dover, John Gamino, Randall S. Guttery, Charles Hazzard, William Hefley, Marilyn Kaplan, Sonia Leach, Peter Lewin, Jeffrey Manzi, Diane S. McNulty, Divakar Rajamani, Daniel Rajaratnam, Kannan Ramanathan, David Ritchey, Rajiv Shah, Mark Thouin, Jeff Weekley, Habte Woldu, Fang Wu, Laurie L. Ziegler

**Clinical Associate Professors:** Shawn Alborz, Dawn Owens, Avanti P. Sethi, Ramesh Subramoniam,
Aysegul Toptal, McClain Watson, David Widdifield, dxp153830. carolyn

**Clinical Assistant Professors:** Athena Alimirzaei, Moran Blueshtein, Judd Bradbury, Sourav Chatterjee, Jerome Gafford, Ayfer Gurun, Maria Hasenhuttl, Julie Haworth, Jeffery (Jeff) Hicks, Revansiddha Khanapure, Kristen Lawson, Kathryn Lookadoo, Liping Ma, Sarah Moore, Ravi Narayan, Parneet Pahwa, Jason Parker, Drew Peabody, Nassim Sohaee

**Assistant Professor of Instruction:** Rasoul Ramezani

**Senior Lecturers:** Khaterheh Ahadi, Semiramis Amirpour, Frank Anderson, Tiffany A. Bortz, Richard Bowen, Monica E. Brussole, Juliann Chapman, George DeCourcy, Alexander Edsel, Amal El-Ashmawi, Negin Enayaty Ahangar, Mary Beth Goodrich, Thomas (Tom) Henderson, Abu Naser Islam, Scott Janke, Jennifer G. Johnson, Jackie Kimzey, Chris Linsteadt, Joseph Mauriello, Victoria D. McCrady, Edward Meda, Robert (Stephen) Molina, Prithi Narasimhan, Mohammad Naseri Taheri, Madison Pedigo, Matt Polze, Debra Richardson, Gaurav Shekhar, Margaret Smallwood, Steven Solcher, Timothy Stephens, Luell (Lou) Thompson, Guido Tirone, Robert Wright, Kathy Zolton, Hubert Zydorek

I. Core Curriculum Requirements: 42 semester credit hours

**Communication: 6 semester credit hours**

Select any 6 semester credit hours from [Communication Core](https://catalog.utdallas.edu/2020/undergraduate/programs/jsom/marketing) courses (see advisor)

**Mathematics: 3 semester credit hours**

[MATH 1325](https://catalog.utdallas.edu/2020/undergraduate/programs/jsom/marketing) Applied Calculus

**Life and Physical Sciences: 6 semester credit hours**

Select any 6 semester credit hours from [Life and Physical Sciences Core](https://catalog.utdallas.edu/2020/undergraduate/programs/jsom/marketing) 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](https://catalog.utdallas.edu/2020/undergraduate/programs/jsom/marketing) courses (see advisor)

**Creative Arts: 3 semester credit hours**

Select any 3 semester credit hours from [Creative Arts Core](https://catalog.utdallas.edu/2020/undergraduate/programs/jsom/marketing) courses (see advisor)

**American History: 6 semester credit hours**

Select any 6 semester credit hours from [American History Core](https://catalog.utdallas.edu/2020/undergraduate/programs/jsom/marketing) courses (see advisor)

**Government/Political Science: 6 semester credit hours**


[GOVT 2306](https://catalog.utdallas.edu/2020/undergraduate/programs/jsom/marketing) 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
- **BA 1320** Business in a Global World
- **ECON 2301** Principles of Macroeconomics
- **ECON 2302** Principles of Microeconomics

Component Area Option: 6 semester credit hours

Choose two of the following:

- **BA 1310** Making Choices in Free Market Systems
- **BA 1320** Business in a Global World
- **ECON 2301** Principles of Macroeconomics
- **ECON 2302** Principles of Microeconomics

II. Major Requirements: 60 semester credit hours

Major Preparatory Courses: 12 semester credit hours beyond Core Curriculum

- **ACCT 2301** Introductory Financial Accounting
- **ACCT 2302** Introductory Management Accounting
- **BLAW 2301** Business and Public Law
- **MATH 1325** Applied Calculus
- **STAT 3360** Probability and Statistics for Management and Economics
  or **OPRE 3360** Managerial Methods in Decision Making Under Uncertainty

Choose two of the following:

- **BA 1310** Making Choices in Free Market Systems
- **BA 1320** Business in a Global World
- **ECON 2301** Principles of Macroeconomics
- **ECON 2302** Principles of Microeconomics

Major Core Courses: 24 semester credit hours

- **BCOM 1300** Introduction to Professionalism and Communication in Business
  or **BCOM 3300** Professionalism and Communication in Business
**BCOM 4300** Managing Communications in Business

**IMS 3310** International Business

**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

**Major Related Courses: 12 semester credit hours**

**MKT 3340** Marketing Research

**MKT 4330** Digital and Internet Marketing

**MKT 3330** Introduction to Professional Selling

**MKT 4395** Capstone Senior Project- Marketing or **ENTP 3320** Start-up Launch I

or **BPS 4395** Capstone Senior Project- Business

or **ENTP 4395** Capstone Senior Project- Entrepreneurship

**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.

**IMS 4335** Social Sector Entrepreneurship and Community Engagement

or **ENTP 4340** Social Sector Entrepreneurship and Community Engagement

or **MKT 4360** Social Marketing

or **BA 4095** Social Sector Engagement and Community Outreach Practicum

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

Nine to twelve semester credit hours to be selected from:

**MKT 3320** Product and Brand Management

**MKT 3331** Principles of Category Management
MKT 4331 Digital Prospecting
MKT 4332 Advanced Personal Selling
MKT 4333 Retailing and Distribution
MKT 4334 Social Media Marketing
MKT 4335 Category Buying
MKT 4336 E-Retailing
MKT 4337 Marketing Analytics
MKT 4338 Marketing Content Creation
MKT 4339 Marketing Creative Skills and Testing
MKT 4340 Consumer Behavior
MKT 4350 Advertising
MKT 4360 Social Marketing
MKT 4370 Marketing Projects
MKT 4V83 Individual Study in Marketing
MKT 4V90 Marketing Internship
MKT 4V93 Seminar Series in Marketing

Up to 3 semester credit hours may be selected from:

ENTP 3301 Innovation and Entrepreneurship
ENTP 4311 Entrepreneurial Strategy and Business Models
ENTP 4340 Social Sector Entrepreneurship and Community Engagement
IMS 4310 Export Market Development

Course prerequisites must be met.

III. Elective Requirements: 18 semester credit hours

Free Electives: 18 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 1310 or BA 1320 or ECON 2301 for IMS 3310), major concentration, or major related courses. Choose accordingly.

7. JSOM freshmen are required to take BCOM 1300. Transfer students and students new to JSOM are required to take BCOM 3300.

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.

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