

# Naveen Jindal School of Management

## Marketing (BS)

Degree Requirements (120 semester credit hours)

### Four-Year Degree Plan (Example)

This is an example only. Please see your advisor to develop your individual plan.

Freshman Year			
Fall Semester	SCH	Spring Semester	SCH
<a href="#">010 Core Course</a>	3	<a href="#">010 Core Course</a>	3
<a href="#">060 Core Course</a>	3	<a href="#">060 Core Course</a>	3
<a href="#">MATH 1325</a> Applied Calculus I <sup>2 3 4 5 6</sup>	3	<a href="#">BA 1320</a> Business in a Global World <sup>2 3 4</sup>	3
<a href="#">BLAW 2301</a> Business and Public Law <sup>3</sup>	3	or <a href="#">ECON 2301</a> Principles of Macroeconomics <sup>2 3 4</sup>	
<a href="#">BCOM 1300</a> Introduction to Professionalism and Communication in Business <sup>1 3 7</sup>	3	<a href="#">030 Core Course</a>	3
or <a href="#">BCOM 3300</a> Professionalism and Communication in Business <sup>3 7</sup>		<a href="#">MKT 3300</a> Principles of Marketing <sup>3</sup>	3
<a href="#">UNIV 1010</a> Freshman Seminar <sup>1</sup>	0		
	<b>15</b>		<b>15</b>
Sophomore Year			
Fall Semester	SCH	Spring Semester	SCH
<a href="#">030 Core Course</a>	3	<a href="#">ACCT 2302</a> Introductory Management Accounting <sup>3</sup>	3
<a href="#">ACCT 2301</a> Introductory Financial Accounting <sup>3</sup>	3	<a href="#">GOVT 2306</a> State and Local Government <sup>2</sup>	3
<a href="#">GOVT 2305</a> American National Government <sup>2</sup>	3	<a href="#">OPRE 3360</a> Managerial Methods in Decision Making Under Uncertainty <sup>3</sup>	3
<a href="#">BA 1310</a> Making Choices in Free Market Systems <sup>2 3 4</sup>	3	or <a href="#">STAT 3360</a> Probability and Statistics for Management and Economics <sup>3</sup>	
or <a href="#">ECON 2302</a> Principles of Microeconomics <sup>2 3 4</sup>		<a href="#">MKT 3330</a> Introduction to Professional Selling <sup>3</sup>	3
<a href="#">040 Core Course</a>	3	<a href="#">MKT 4330</a> Digital and Internet Marketing <sup>3</sup>	3

		15	15
Junior Year			
Fall Semester	SCH	Spring Semester	SCH
<a href="#">090 Core Course</a>	3	<a href="#">BCOM 4300</a> Managing Communications in Business <sup>3</sup>	3
<a href="#">ITSS 3300</a> Information Technology for Business	3	<a href="#">OBHR 3330</a> Introduction to Human Resource Management	3
<a href="#">FIN 3320</a> Business Finance	3	or <a href="#">OBHR 3310</a> Organizational Behavior	
<a href="#">OPRE 3310</a> Operations Management	3	<a href="#">IMS 3310</a> International Business	3
<a href="#">MKT 3340</a> Marketing Research	3	Free Elective <sup>8</sup>	3
<a href="#">UNIV 2020</a> Core Curriculum Assessment <sup>1</sup>	0	Upper level Guided Elective <sup>9</sup>	3
		or <a href="#">MKT 4V90</a> Marketing Internship <sup>10 11</sup>	
		<a href="#">MKT 4090</a> Marketing Internship <sup>10 11</sup>	0
		or <a href="#">BA 4090</a> Management Internship <sup>10 11</sup>	
		15	15
Senior Year			
Fall Semester	SCH	Spring Semester	SCH
<a href="#">050 Core Course</a>	3	<a href="#">MKT 4395</a> Capstone Senior Project - Marketing	
Upper level Guided Elective <sup>9</sup>	3	or <a href="#">ENTP 3320</a> Start-up Launch I <sup>14</sup>	
Upper level Guided Elective <sup>9</sup>	3	or <a href="#">BPS 4395</a> Capstone Senior Project - Business	3
Free Elective <sup>8</sup>	3	or <a href="#">ENTP 4395</a> Capstone Senior Project - Entrepreneurship	
Upper level Guided Elective <sup>9</sup>		Free Elective <sup>8</sup>	3
or <a href="#">MKT 4360</a> Social Marketing <sup>12 13</sup>		Free Elective <sup>8</sup>	3
or <a href="#">ENTP 4340</a> or <a href="#">IMS 4335</a> Social Sector Entrepreneurship and Community Engagement <sup>12 13</sup>	3	Free Elective <sup>8</sup>	3
<a href="#">BA 4095</a> Social Sector Engagement and Community Outreach Practicum <sup>12 13</sup>	0	Free Elective <sup>8</sup>	3
		15	15

### NOTES:

<sup>1</sup> 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.

Curriculum Requirements can be fulfilled by other approved courses from accredited 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.

<sup>3</sup> Indicates a prerequisite class to be completed before enrolling for upper-division classes. Specific prerequisites are required for certain upper-division courses. Review requirements for your major and choose accordingly.

A required Major course that also fulfills a Core Curriculum requirement. Semester credit hours are counted in Core Curriculum.

- <sup>4</sup>
- BA 1310 or BA 1320 or ECON 2301 or ECON 2302 fulfills Major Preparatory and 080 Social and Behavioral Science Core Curriculum requirements
  - BA 1310 or BA 1320 or ECON 2301 or ECON 2302 fulfills Major Preparatory and 090 Component Area Option Core Curriculum requirements

<sup>5</sup> Students may elect to substitute MATH 2413 or MATH 2417.

<sup>6</sup> In order to make timely degree progress, students should complete MATH 1325 or its equivalent by the end of their first semester at UT Dallas. Students who will not meet this requirement should contact their academic advisor to discuss their degree timeline.

<sup>7</sup> JSOM first-time-in-college freshmen are required to take BCOM 1300 in their first semester. Transfer students and students new to JSOM are required to take BCOM 3300 in their first semester.

<sup>8</sup> Free Electives: 18 semester credit hours are required for the B.S. in Marketing.

<sup>9</sup> Marketing Guided Electives: 9-12 semester credit hours from MKT 3320, MKT 3331, MKT 4331, MKT 4332, MKT 4333, MKT 4334, MKT 4335, MKT 4336, MKT 4337, MKT 4338, MKT 4339, MKT 4340, MKT 4341, MKT 4350, MKT 4360, MKT 4370, MKT 4390, MKT 4V83, MKT 4V90, OR MKT 4V93.

Up to 3 semester credit hours may be selected from: ENTP 3301, ENTP 4311, ENTP 4340, OR IMS 4310.

<sup>10</sup> Internship (Practicum) of at least 160 working hours required for all JSOM majors. MKT 4090 Marketing Internship or BA 4090 Management Internship for 0 credit hours will fulfill degree requirement only. MKT 4V90 Marketing Internship for credit hours (1-3) can apply towards free or guided electives. For more information, visit <https://jindal.utdallas.edu/career-management-center/internships/>

<sup>11</sup> MKT 4090 Marketing Internship or BA 4090 Management Internship is required if not completing MKT 4V90 Marketing Internship for free or guided elective credit. For more information, visit <https://jindal.utdallas.edu/career-management-center/internships/>

<sup>12</sup> Community Engagement Experience required for all JSOM majors in fall 2018 catalog or later. Requirement fulfilled by (MKT 4360 Social Marketing, or ENTP 4340 or IMS 4335 Social Sector Entrepreneurship and Community Engagement) for 3-hour upper level guided elective; or BA 4095 Social Sector Engagement and Community Outreach Practicum for 0-hour degree requirement only. For more information, visit <https://jindal.utdallas.edu/undergraduate-programs/community-service>

<sup>13</sup> BA 4095 Social Sector Engagement and Community Outreach Practicum is required, if not completing (MKT 4360 Social Marketing, or ENTP 4340 or IMS 4335 Social Sector Entrepreneurship and Community Engagement) for 3-hour guided elective credit. Will be registered for BA 4095 for 0 hours, in the semester when student completes 100 service hours. For more information, visit <https://jindal.utdallas.edu/undergraduate-programs/community-service>

<sup>14</sup> Instructor consent required prior to registration.

Be sure to check prerequisites of Level 2 courses

120 semester credit hours required for graduation

**This plan is a resource tool only; it does not replace your degree plan or academic advising.**

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