Bachelor of Science in Marketing

Marketing touches all aspects of modern living — whether it’s internal marketing in organizations or product placement or developing brand loyalty. Corporations, not-for-profit organizations such as hospitals and schools and even government agencies all see aspects of marketing as important to their business structure. The bachelor’s degree in marketing provides students with practical and theoretical training so they may make strategic, effective and ethical decisions in their careers. Students will learn how to communicate, effectively managing an online presence and set profitable and fair pricing.

The distinguishing feature of this marketing degree is its emphasis on quantitative analysis. The demand is growing for marketing professionals who are proficient in using the systems and analytical tools to analyze data in order to make better marketing decisions.

Careers in Marketing

Graduates seek careers in marketing, management, sales, market analytics and advertising, promotions and digital (social media) marketing.

Jindal School students must complete an internship as a requirement for their major. The Jindal School’s fully staffed Career Management Center (CMC), working in tandem with the University’s Career Center, helps students prepare for and seek internships, as well as post-graduation employment. Both centers are staffed with licensed counselors who provide students with strategies for mastering job interviews, writing professional cover letters and resumes and connecting with campus recruiters, among other services.

Marketing at UT Dallas

A 120-hour curriculum leads to a degree in marketing. All undergraduate degrees require a core of 42 hours. In the core courses, students learn theories and analytical techniques that can be applied to the functional areas of business, such as marketing.

In the core marketing courses, students learn and apply theories and analytical techniques to marketing projects, cases and exercises.

To obtain a minor in marketing, students must complete the requirements for their major and take 12 hours of marketing core courses and 6 hours in marketing-guided electives.

Key features of student-focused programs and experiences:

- Staffed with faculty who have consistently obtained high teaching evaluations and awards.
- Student chapter of the American Marketing Association.
- Sponsored marketing competitions.
- Invited industry guest speakers in courses.
- Top marketing internships through the Naveen Jindal School of Management Career Management Center.
- Jindal School Marketing Advisory Board includes leading practitioners in analytics, sales and general marketing.

Professional Sales Concentration

The Professional Sales Concentration offers academic specialization and benefits from its direct relationship to the JSOM Center for Professional Sales. Sales executives and sales teams from top companies in the DFW market and the nation assist in the development and execution of the market-leading sales curriculum. Students are taught and then challenged by industry sales leaders.

Professional Selling classes emphasize simulated and live sales throughout the program with most major courses ending in competition-style events judged by industry executives and hiring managers. Students who become sales certified via the University Sales Center Alliance can experience multiple offers prior to graduation and higher base and on-target pay packages.

Living Learning Community

The Naveen Jindal School of Management Living Learning Community is a special opportunity for incoming freshmen interested in pursuing a business degree. These select students live together in on-campus housing, attend
classes together and participate as a group in social activities. For information, contact Associate Dean Marilyn Kaplan at mkaplan@utdallas.edu.

Management Honors Program
The Charles and Nancy Davidson Management Honors Program (DMHP) gives select undergraduate students the opportunity to enhance their experience in the Naveen Jindal School of Management. DMHP students receive opportunities to improve their leadership skills, and work closely with UT Dallas professors.

DMHP program benefits include:
- Smaller class sizes
- Professional development events
- Community service events
- Scholarships
- Travel opportunities
- Honors notation on diploma

For more information please visit jindal.utdallas.edu/dmhp.

Fast-Track Options in the Jindal School
All undergraduate degrees in the Naveen Jindal School of Management offer a fast-track option. These programs allow students to apply 9 credit hours towards an MS in marketing degree or 12 hours to an MBA. Students with qualifying grades embark on the fast-track option in their senior year of their undergrad program. Pursuing a fast-track BS/MS or BS/MBA requires careful course selection and academic dedication but opens up additional career opportunities for those students who complete the program.

Naveen Jindal School of Management
The largest of the eight schools at UT Dallas, the Naveen Jindal School of Management offers a full complement of programs at the undergraduate, graduate and executive levels. The Jindal School’s mission is to meet the challenges of a rapidly changing, technology-driven, global society by partnering with the business community to:
- Conduct research-enhancing management knowledge.
- Deliver high-quality management education to a diverse group of undergraduate and graduate students and practicing executives.
- Develop, innovate and continuously improve programs advancing management education and practice.

Degrees Offered
**Bachelor of Science:** Accounting, business administration, finance, global business, healthcare management, information technology and systems, marketing, supply chain management

**Master of Science:** Accounting, business analytics, energy management, finance, healthcare management, information technology and management, innovation and entrepreneurship, international management studies, management science, marketing, supply chain management, systems engineering and management

**Executive MBA:** Executive MBA (with concentrations in Healthcare Management for Physicians, Product Lifecycle and Supply Chain Management and Project Management), Global Leadership MBA

**Executive Masters:** Healthcare Management for Physicians, Management Science (with concentrations in Project Management and Organizational Behavior and Coaching), Supply Chain Management, Systems Engineering and Management (Joint program between Jindal School of Management and Erik Jonsson School of Engineering and Computer Science)

**Doctor of Philosophy:** International management studies, management science

Rankings
- The Naveen Jindal School of Management faculty ranks No. 18 globally in research productivity by *Financial Times*.
- *U.S. News & World Report* ranks the school’s Full-Time MBA program No. 16 (tied) among public university programs and No. 37 (tied) overall.
- *BusinessWeek* and *U.S. News & World Report* rank the Naveen Jindal School of Management’s undergraduate program among the nation’s top 100 programs.

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