Marketing touches all aspects of modern living — whether it’s internal marketing in organizations or selling to sophisticated clients. The distinguishing feature of this degree is its emphasis on quantitative analysis. The demand is growing for marketing professionals who are proficient in using analytical tools and programs to analyze data to make better marketing decisions.

**Careers in Marketing**

Graduates seek careers in marketing, management, sales, market analytics and advertising, promotions and digital marketing. All Jindal School undergraduate students must complete an internship and 100 hours of community service in order to graduate. 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. The school’s Undergraduate Programs office directs and coordinates the community service requirement.

**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 include:

- Faculty who have consistently obtained high teaching evaluations and awards and who have extensive industry experience.
- Access to a student chapter of the American Marketing Association.
- Sponsored marketing competitions.
- Invited industry guest speakers in courses.

**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 DFW and national companies assist in developing and delivering the market-leading sales curriculum.

Most major Professional Selling classes emphasize simulated and live sales, and end in competition-style events judged by industry executives and hiring managers. Students who become sales certified via the University Sales Center Alliance may receive 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. Living Learning Community 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 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
- Community service events
- Travel opportunities
- Professional development events
- Scholarships
- Honor notation on diploma.

Fast-Track Options in the Jindal School
All undergraduate degrees in the Jindal School offer a fast-track option. These programs allow students to earn up to 12 credit hours that can be applied toward a master's degree. Students with qualifying grades begin the fast-track option in their senior year of their undergraduate program. Fast-track programs require careful course selection and dedication, but can open up opportunities for 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, PhD 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 knowledge-enhancing management research.
- 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.

Rankings

- U.S. News & World Report ranks the school's Full-Time MBA program No. 19 (tied) among public university programs and No. 40 (tied) overall.
- Bloomberg BusinessWeek and U.S. News & World Report rank the Naveen Jindal School of Management's undergraduate programs among the nation's top 100 programs.

Degrees Offered

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

**Master of Science:** Accounting, business administration, business analytics, energy management, finance, financial engineering and risk management, healthcare leadership and 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 leadership and management for physicians, product lifecycle and supply chain management and project management), global leadership MBA

**Executive Master of Science:** Healthcare leadership and management, leadership and organizational development, management science (with a concentration in project management), supply chain management, systems engineering and management*

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

*Joint program between Jindal School of Management and Jindal School of Management

Contact Information

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