

# Naveen Jindal School of Management

Master of Science in Marketing



## Curriculum

The Master of Science in Marketing degree program has been specially designed to meet the needs of students in today's marketplace, preparing those seeking higher-level positions in marketing or pursuing a graduate program to further advance their marketing knowledge.

Our Marketing Industry Advisory Board has assisted with the program design and continually monitors the coursework to ensure the curriculum is both relevant to commercial enterprises and generates future industry leaders with successful career paths. The local chapters of the American Marketing Association and American Advertising Federation are actively involved with our marketing programs and advisory board.



UT Dallas is located in the greater Dallas area, and is home or an important base to many leading marketing-driven companies and advertising agencies such as American Airlines, AT&T, The Container Store, Dr Pepper Snapple Group, Fossil, Frito-Lay, Kimberly-Clark, KBM-Wunderman, JCPenney, Pizza Hut (YUM brands), MARC Research, Mary Kay, Razor, The Richards Group, Savitz Research, Southwest Airlines, TargetBase and TracyLocke. In addition, the Telecom Corridor of high-tech business that surrounds UT Dallas is also home to several companies including Alcatel, Cisco, Ericsson, McAfee, Texas Instruments and Samsung, which require professionals proficient in marketing analytics, business development, digital marketing and product management.

## Career Options

Graduates of the program seek such positions as: chief marketing officers and vice presidents, managers or analysts in functional areas such as advertising, branding, business development, customer insights, marketing analytics, digital (PPC, SEO, marketing automation, web analytics, UX), marketing management or product management.

## Degree Program

The MS in Marketing requires the completion of a minimum of 36 semester credit hours. For complete admission and degree requirements, view the Graduate Catalog at [catalog.utdallas.edu](http://catalog.utdallas.edu).

## Contact Information

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