

Naveen Jindal School of Management

Bachelor of Science in Marketing



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.

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.

Careers in Marketing

Graduates seek careers in marketing, management, sales, market analytics and advertising, promotions and digital marketing.

Marketable Skills

Upon successful completion of the BS in Marketing degree program, our students will be able to identify, formulate, apply, and conduct or implement the following skills:

- Manage the marketing mix which includes the 4Ps (product, promotions, place or distribution and pricing)
- Ethical consideration for marketing decisions
- Use of technical tools and analyses
- Effective marketing communications, presentations and networking skills
- Community engagement skills

Contact Information

Office of Admission and Enrollment

800 West Campbell Road
Richardson, TX 75080-3021
Phone: 972-883-2270 or 1-800-889-2443
Email: interest@utdallas.edu
Website: utdallas.edu/enroll

Recruitment Team

Naveen Jindal School of Management SM40
800 West Campbell Road
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Phone: 972-883-5889
E-mail: jindal@utdallas.edu
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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.

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
- Professional development events
- Community service events
- Scholarships
- Travel opportunities
- Honor notation on diploma

Internships and Community Service

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.

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.

Rankings

- *U.S. News & World Report* ranks the school's Full-Time MBA program No. 12 (tied) among public university programs and No. 33 (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.

The Naveen Jindal School of Management offers a wide array of MS and doctorate degrees. For more information, visit jindal.utexas.edu.

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