

2015-2016 – Junior/Senior

## MARKETING

- ✓ Courses listed are upper-level (3000/4000) courses that cannot be completed at the community college. They will be completed at UT Dallas.
- ✓ Internship requirement must be completed by graduation.

### Junior Year – The University of Texas at Dallas

FALL SEMESTER	SPRING SEMESTER
<b>MKT 3100</b> – Professional Development	<b>MKT 3330</b> – Introduction to Professional Selling
<b>MKT 3300</b> – Principles of Marketing	<b>BCOM 3310</b> – Business Communication
<b>OBHR 3310</b> – Organizational Behavior	<b>FIN 3320</b> – Business Finance
<b>ITSS 3300</b> – Information Technology for Business	<b>OPRE 3310</b> – Operations Management
<b>IMS 3310</b> – International Business	<b>MKT 3340</b> – Marketing Research
<b>OPRE 3360</b> – Managerial Methods in Decision Making	

### Senior Year – The University of Texas at Dallas

FALL SEMESTER	SPRING SEMESTER
<b>BPS 4305</b> – Strategic Management	<b>MKT 4380</b> – Capstone Course in Marketing
<b>BCOM 4350</b> – Advanced Business Communication	Approved Upper-Level MKT Elective
<b>MKT 4330</b> – Digital and Internet Marketing	Approved Upper-Level MKT Elective
Approved Upper-Level MKT Elective	Elective
Elective	Elective

The Bachelor of Science in Marketing (BS Marketing) at the Naveen Jindal School of Management is a 120 semester credit hour degree program that provides students with practical and theoretical training to make strategic and effective decisions. The program features a series of core courses and a capstone course that offers students a marketing simulation experience and also specializing by taking additional marketing-guided electives.

Marketing touches all aspects of modern living — whether it is internal marketing in organizations or product placement or selling technical products to international businesses. Now you can take your passions and "Go Pro!" Students can develop marketing and leadership skills needed in their future marketing careers by participating in:

- Internships
- Various competitions
- American Marketing Association Student Chapter
- Sales club
- American Advertising Federation

Visit [jindal.utdallas.edu](http://jindal.utdallas.edu) and click *Undergraduate* for more information