

Naveen Jindal School of Management

Master of Science in Marketing



Program Description

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.

Designed by top-tier faculty in the Naveen Jindal School of Management—and with ongoing input and assistance from the program's Marketing Industry Advisory Board as well as the local chapters of the American Marketing Association and American Advertising Federation—the curriculum prepares students to succeed in corporate enterprises and to be future industry leaders.



The STEM-designated program offers flexible degree options for both full-time students and working professionals, with courses offered in a variety of formats to meet the needs of every student. The program is 36 credit hours, 12 classes of three credit hours each. U.S. citizens and permanent residents can complete the entire degree online by following the Marketing Management track listed below.

Beyond the core courses, there are six specialized tracks, which allow students to gain advanced knowledge in a chosen marketing track:

- Advertising and Branding
- Business Development and Sales
- Digital Advertising and Marketing
- Marketing Analytics and Customer Insights
- Product Management
- Marketing Management

Located in the greater Dallas area, The University of Texas at Dallas has connections to many marketing-driven companies, advertising agencies, and telecom corporations:

- American Airlines and Southwest Airlines
- AT&T, Ericsson and Samsung
- Alcatel, Cisco, McAfee and Texas Instruments
- JCPenney, Fossil and The Container Store
- Frit-Lay, Dr Pepper Snapple Group and Pizza Hut (YUM! brands)
- Kimberly-Clark and Mary Kay
- Wunderman Thompson, M/A/R/C Research and TargetBase
- The Richards Group, Savitz Research and TracyLocke

With world-class faculty, specialized degree tracks and close proximity to marketing agencies and corporate partners, UT Dallas offers the graduates of its Marketing master's program unique opportunities to thrive as marketing professionals and future industry leaders.

Benefits

The Marketing master's program ensures that students gain a broad understanding of their discipline, apply their knowledge and analytical skills to create effective and novel solutions to practical problems and communicate and work effectively in collaborative environments.

Other benefits include:

- *World-Class Faculty*: The program is led by faculty of the Naveen Jindal School of Management who are widely cited experts in their respective fields, many of whom also have professional industry experience.

Contact Information

Email: msmarketing@utdallas.edu

JSOM Advising Office

Jindal School of Management
The University of Texas at Dallas, SM20
800 West Campbell Road
Richardson, TX 75080-3021
Phone: 972-883-2750
Office: JSOM 2.250

jindal.utdallas.edu

- *Comprehensive Curriculum:* Courses in the Marketing program will introduce students to new ideas, technologies and competencies while also teaching them the knowledge they'll need to thrive in competitive, ever-changing industries.
- *Program Flexibility:* The program offers a variety of tracks and numerous electives. Students have the choice to complete their degrees in-person or online.
- *Double Degree Pathways:* The double degree option allows students to share coursework between two degrees and take advantage of potential time and tuition benefits.
- *Facilities:* The School of Management building and Jindal School Addition provide students with more than 300,000 square feet of classroom, computer labs and study areas including specialized labs for financial trading, business communications, accounting and sales.
- *Location:* Situated in the greater Dallas region—recently rated by *Forbes* magazine as the #1 “Best City for Jobs”—UT Dallas provides students with easy access to employers and internship opportunities, not to mention a large and supportive alumni population.
- *Highly Ranked:* A recent Bloomberg Businessweek ranked the Jindal School of Management #32 among all U.S. business schools; #1 in Learning and #4 in Networking.

Career Opportunities

Graduates of the Marketing master's program have gone on to pursue professional careers in a wide variety of fields. Some of the most popular fields include.

- Chief Marketing Officer and Vice Presidents
- Advertising
- Branding
- Business Development
- Customer Insights
- Marketing Analytics
- Web Analytics, PPC and SEO
- Marketing Automation
- User Experience
- Marketing Management
- Product Management

Marketable Skills

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

- Segmentation, Targeting, and Positioning including Personas and Customer Journeys
- Applying financial metrics and evaluating the viability of different alternatives and their trade-offs
- Market research surveys, forecasting, and market sizing
- Quantitative and qualitative analyses of both primary and secondary data
- Marketing strategies and tactics—understanding their contextual differences
- Working in teams, developing task management, and differences mediation
- Consumer behavior knowledge and the impact on different stages in the purchase decision-making process
- Learning through case methods, problem solving, critical and analytical thinking skills

Application Deadlines and Requirements

Please take note of all application deadlines and visit the Apply Now webpage to begin the application process. See the Marketing program's website for additional information.

Applicants to the Marketing master's program should have:

- A bachelor's degree from an institution in the United States, or its equivalent (all majors are considered).
- A grade point average (GPA) of at least 3.0 in both core and aggregate courses.
- Test Scores: Competitive GMAT performance based on a score that is less than five years old. GRE scores are also accepted.
- Letters of Recommendation: Applicants must submit at least one letter of recommendation from an individual able to judge the candidate's potential for success in the master's degree program. The letter can be academic or professional.
- Admissions Essay: Applicants must submit an essay outlining their academic interests and professional goals.
- A resume.
- International applicants must submit a TOEFL score of at least 80 on the internet-based test. Scores must be less than two years old. Students from India are exempt from this requirement. See the Graduate Catalog for additional information regarding English proficiency requirements for international applicants.

Naveen Jindal School of Management

The University of Texas at Dallas
800 W. Campbell Rd., SM 20
Richardson, TX 75080-3021
jindal.utdallas.edu

utdallas.edu

Naveen Jindal School of Management

About the School



The University of Texas at Dallas Naveen Jindal School of Management (JSOM) is the largest of UT Dallas' eight schools, with an enrollment of about 9,000 with almost half who are graduate students. The school provides outstanding tuition value, a wide variety of classes on campus and online, flexible scheduling and a convenient location. The Jindal School of Management keeps abreast of business needs as an essential component in providing students with rigorous training and relevant skills for professional success. Programs are offered at the undergraduate, MBA, master's, PhD and executive levels. Programs are organized around six broad topics of business specialization:

- Accounting
- Finance and Managerial Economics
- Information Systems
- Marketing
- Operations Management
- Organizations, Strategy and International Management

A broad array of internship and scholarship opportunities is made available to Jindal School students each academic year. The school operates its own Career Management Center, which students may use in addition to the campus-wide UT Dallas Career Center. More than 70 student organizations are based in the school. Most of these focus on career development in specific fields and build networking, internship and employment opportunities. *U.S. News & World Report* (2021) ranks the school's Full-Time MBA program at No. 33 (tied) in the nation and tied for No. 12 (tied) among public university programs in the United States. In the same ranking, the publication places the Professional (Part-Time) MBA at No. 19 (tied) in the nation.

jindal.utdallas.edu

Faculty

The Jindal School offers a variety of degree options at the undergraduate, graduate, master's and PhD levels. The school's relevant, rigorous curriculums were developed by exemplary teachers and leading researchers. The outstanding faculty members bring a wealth of intellectual capital, and they often come because UT Dallas enthusiastically encourages and supports scholarly inquiry and innovative teaching. New discoveries, along with faculty members' expertise, inform the academic programs at every level.

JSOM Graduate Programs

Accounting	MS	
Business Administration	MBA**	
Business Analytics	MS	
Energy Management	MS	
Finance	MS	
Financial Technology and Analytics	MS	
Healthcare Leadership and Management	MS	
Information Technology and Management	MS	
Innovation and Entrepreneurship	MS	
International Management Studies	MS	PhD
Leadership and Organizational Development	MS	
Management Science*	MS	PhD
Marketing	MS	
Supply Chain Management	MS	
Systems Engineering and Management***	MS	

* UT Dallas also offers an Executive Management Science degree with concentration options in Project Management and Organizational Behavior and Coaching.

** UT Dallas also offers Executive MBAs with concentrations in Healthcare Management for Physicians (MS or MBA), Product Lifecycle and Supply Chain Management and Project Management.

*** Systems Engineering and Management is a joint program with the Erik Jonsson School of Engineering and Computer Science.

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
Richardson, TX 75080-3021
Phone: 972-883-5889
E-mail: jindal@utdallas.edu
Website: jindal.utdallas.edu

800 W Campbell Rd, Richardson, TX 75080
www.utdallas.edu

Naveen Jindal School of Management

Centers and Institutes



The school's centers and institutes blend academic research with the real world. The business community as well as UT Dallas faculty and students benefit from this exchange of ideas, experiences and research. Jindal School Centers and Institutes of Excellence include:



- Center and Laboratory for Behavioral Operations and Economics
- Center for the Analysis of Property Rights and Innovation
- Center for Finance Strategy Innovation
- Center for Global Business
- Center for Healthcare Leadership and Management
- Center for Information Technology and Management
- Center for Intelligent Supply Networks
- Center for Internal Auditing Excellence
- Center for Professional Sales
- International Accounting Development: Oil and Gas
- International Center for Decision and Risk Analysis
- The Leadership Center
- Morris Hite Center
- Herbert D. Weitzman Institute for Real Estate
- Institute for Excellence in Corporate Governance
- Institute for Innovation and Entrepreneurship

jindal.utdallas.edu/centers-of-excellence

The Career Management Center (CMC)

The Career Management Center (CMC) prepares degree-seeking students in the Jindal School of Management for significant and fulfilling business careers. The CMC has a committed and enduring relationship with the DFW business community, home to 24 Fortune 500 companies. The CMC offers tools and programs to help students and graduates build their networks, enhance their skills and develop professionalism to land dream jobs. Services include:

- Handshake (internal job posting website)
- Professional development opportunities
- Internships
- Portfolio building
- Company visits and networking opportunities on campus

jindal.utdallas.edu/career

Location

The Jindal School benefits from its location in the Dallas-Fort Worth area, a center of industry and trade that places a high value on ingenuity and entrepreneurship. *Foreign Policy* magazine named Dallas one of only five U.S. cities in the top 25 in its projection of the “most dynamic cities in the world in 2025.”

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
Richardson, TX 75080-3021
Phone: 972-883-5889
E-mail: jindal@utdallas.edu
Website: jindal.utdallas.edu