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.

Program Description
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.

Career Opportunities
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.

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
The University of Texas at Dallas

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.

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<td><strong>Systems Engineering and Management</strong></td>
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* 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.
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

[link to center-institute webpage]

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

[link to CMC webpage]

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."