



# 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 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.
- *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

[Review the marketable skills for this academic program.](#)

## 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.

[APPLY NOW](#)

## Contact Information

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