Master of Science in

MARKETING

Harness the research expertise of one of the most respected universities in the world to test, apply, and master breakthrough marketing ideas - ahead of the industry.

» Full-time location
Baltimore, MD (Harbor East)

» More information
carey.jhu.edu

Curriculum

Business foundations (8 credits)
» Business Communication
» Business Leadership and Human Values
» Marketing Management
» Statistical Analysis

Functional core (18 credits)
» Business Analytics
» Consumer Behavior
» Customer Analytics
» Data Analytics
» Marketing Research
» Marketing Strategy
» Pricing Analysis
» Social Media Analytics
» Strategic Market Intelligence

Electives (10 credits)
Choose 5 courses:
» Accounting and Financial Reporting
» Advanced Behavioral Marketing
» Branding and Marketing Communications
» Business Law
» Business-to-Business Marketing and Channel Strategy
» Customer Relationship Management
» Designing Experiments
» Integrated Digital Marketing
» New Product Development
» Retail Analytics
» Sales Force Management

Courses are 2 credits unless otherwise noted

1 YEAR
FULL-TIME
36 CREDITS

687
average GMAT score

3.52
average undergraduate GPA

<1
average years of full-time work experience

5%
students from the U.S.

7
countries represented

78%
female students

22%
male students

Fall 2020 incoming class

The Johns Hopkins Carey Business School is accredited by the Association to Advance Collegiate Schools of Business, the world’s leading authority on the quality assurance of business school programs.
Employment outcomes

*88% based on data collected for 67% of 2018-2019 graduates

**Accepted offers by industry**
- 36% Technology
- 14% Consumer Packaged Goods
- 14% Healthcare Products
- 14% Manufacturing
- 7% Education
- 7% Retail
- 7% Transportation Logistics

**Accepted offers by function**
- 71% Marketing/Sales
- 7% Business/Data Analytics
- 7% Consulting
- 7% General Management
- 7% Operations

**Nearly 90%**

of graduates received a job offer within 6 months of graduation*

Career opportunities

Advance your career across numerous industry sectors, including technology, manufacturing, media, entertainment, real estate, and health care.

**Employers**
- Bain & Company
- Bloomberg
- Chanel
- China Merchant Bank
- Daimler
- Danone
- Didi
- DJI
- Google
- IBM
- Johnson & Johnson
- Kraft Heinz
- L'Oreal
- Lenovo
- Louis Vuitton Moet Hennessy (LVMH)
- Mars
- Procter & Gamble
- RedStone Haute Couture
- Sequoia Capital
- Shell
- Sinopec
- Tiffany & Co.
- Unilever

**Titles**
- Marketing Analyst
- Account Supervisor
- Digital Marketing Manager
- Senior Product Manager
- Global Management Trainee

*Not a comprehensive list

Scholarships and financial aid

Johns Hopkins Carey Business School offers numerous options for financing your education, including merit-based scholarships, loans, payment plans, and tuition reimbursement available to those who qualify.

carey.jhu.edu/admissions/financial-aid

More information

Contact Admissions:
carey.admissions@jhu.edu
410.234.9220 / carey.jhu.edu/visit
877.88.CAREY (877.882.2739)

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