



Master of Science in

# MARKETING

Build in-depth knowledge and gain hands-on skills to create and implement targeted strategies in today's rapidly evolving marketplace. Sharpen skills to advance quickly in your career within a flexible format both onsite and online.

» **Part-time locations**

Baltimore, MD (Harbor East)  
Online

» **More information**

[carey.jhu.edu](http://carey.jhu.edu)

## Curriculum

**Business foundations** (12 credits)

- » Accounting and Financial Reporting
- » Business Communication\*
- » Business Leadership and Human Values
- » Business Law
- » Marketing Management
- » Statistical Analysis

*\*Online sections of business communication require students to attend an in-person residency at the Baltimore campus in order to complete the 8-week course*

**Functional core** (6 credits)

- » Consumer Behavior
- » Marketing Research
- » Marketing Strategy

**Electives** (18 credits)\*\*

Choose 9 courses:

- » Advanced Behavioral Marketing
- » Branding and Marketing Communications
- » Business-to-Business Marketing and Channel Strategy
- » Customer Analytics
- » Customer Relationship Management
- » Data Analytics
- » Designing Experiments
- » Integrated Digital Marketing
- » New Product Development
- » Pricing Analysis
- » Retail Analytics
- » Sales Force Management
- » Social Media Analytics
- » Strategic Market Intelligence

*Courses are 2 credits unless otherwise noted*

*\*\*Not all electives are offered online each year. Consult with your academic advisor for more details*



**2 YEARS**  
**PART-TIME**  
**36 CREDITS**

**Online courses**

Taught by the same world-class faculty who develop the curriculum and course content. Courses feature both synchronous (real-time) and asynchronous (anytime) activities.

**3.21**

average undergraduate GPA

**3.9**

average years of full-time work experience

**75%**

female students

**25%**

male students



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.



## Career coaching designed for the working professional

\*2019 data

**33%**

received a salary increase while in the program

**81%**

agree the program is contributing to career growth

### ACCESS TO:

**+25,000**

Carey alumni

**+215,000**

Johns Hopkins alumni

## Career opportunities

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

### Employers\*

- » Bloomberg
- » Daimler
- » IBM
- » Kraft Heinz
- » Lenovo
- » Mars
- » P&G
- » Shell
- » Tiffany & Co.

### Titles\*

- » Marketing Analyst
- » Account Supervisor
- » Digital Marketing Manager
- » Senior Product Manager

*\*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](https://carey.jhu.edu/admissions/financial-aid)

## More information

Contact Admissions:

[carey\\_pt@jhu.edu](mailto:carey_pt@jhu.edu)

**410.235.0545 / [carey.jhu.edu/visit](https://carey.jhu.edu/visit)**

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