



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

- » The full-time MS in Marketing with a concentration in marketing analytics is **STEM-designated.**

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

689

average GMAT score

3.51

average undergraduate GPA

<1

average years of full-time work experience

13%

students from the U.S.

6

countries represented

61%

female students

39%

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.

Fall 2021 incoming class



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

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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