



Master of Science in

# MARKETING

Gain the hands-on skills needed to create and manage innovative marketing strategies through courses offered in an online format and harness the research firepower of one of the most respected universities in the world.

» **Online Courses**

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

## Curriculum

**Business foundations** (12 credits)

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

**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
- » Business Analytics
- » 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.*



**2 YEARS  
PART-TIME  
36 CREDITS**

**3.20**

average undergraduate GPA

**7.4**

average years of full-time work experience

**63%**

female students

**37%**

male students





# CAREER EDUCATION FOR THE WORKING PROFESSIONAL

## Career and Life Design for Experienced Professionals

This course is designed for part-time master's degree and Flexible MBA students and provides you with an opportunity to learn and develop the necessary skills to engage in lifelong career planning. From clarifying your values and interests, exploring opportunities, and learning about professional branding, to interviewing and job search strategies, this hands-on course will help you understand, tell, and live your career story.

## ACCESS TO:

**+25,000**

Carey alumni

**+245,000**

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.admissions@jhu.edu](mailto:carey.admissions@jhu.edu)

**410.234.9220 / [carey.jhu.edu/visit](https://carey.jhu.edu/visit)**

877.88.CAREY (877.882.2739)

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