



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
- » **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 Analytics
- » Business Leadership and Human Values
- » Marketing Management
- » Statistical Analysis

Functional core (16 credits)

- » Consumer Behavior
- » Customer Analytics
- » Data Analytics
- » Marketing Research
- » Marketing Strategy
- » Pricing Analysis
- » Social Media Analytics
- » Strategic Market Intelligence

Electives (12 credits)

Choose 6 courses:

- » Accounting and Financial Reporting
- » Advanced Behavioral Marketing
- » Branding and Marketing Communications
- » Business Communication
- » 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



“Technology is revolutionizing the way we market to consumers, and that means *marketers always have to be looking to the future and what's next*. That's why I chose to come to Johns Hopkins Carey Business School. They understand that the industry is always shifting and the curriculum reflects that.”

— Mica Xi
MS in Marketing '20

CAREER EDUCATION HIGHLIGHT

Exclusive career education and group coaching 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, the customized workshops, career education series, and group coaching offerings will help you to understand, tell, and live your career story.

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
- » Estee Lauder
- » Google
- » IBM
- » Johnson & Johnson
- » Kraft Heinz
- » L'Oréal
- » Lenovo
- » Louis Vuitton Moët
Hennessy (LVMH)
- » Mars, Inc.
- » McKinsey & Company
- » Nestlé
- » Procter & Gamble
- » Pfizer, Inc.
- » RedStone Haute Couture
- » Samsung Electronics
America
- » Sequoia Capital
- » Shell
- » Sinopec
- » Tiffany & Co.
- » Unilever

Titles*

- » Account Supervisor
- » Data Analyst
- » Digital Marketing Manager
- » Marketing Analyst
- » Research Analyst
- » Senior Associate
- » Senior Brand 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

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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