



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 locations**

Baltimore, MD
Washington, D.C.

» **More information**

carey.jhu.edu

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

Curriculum

Business foundations (4 credits)

- » Business Leadership and Human Values
- » Statistical Analysis

Functional core (12 credits)

- » Consumer Behavior
- » Marketing Management
- » Marketing Research
- » Marketing Strategy
- » Social Media Analytics
- » Strategic Market Intelligence

STEM courses (6 credits)

- » Customer Analytics
- » Data Analytics
- » Pricing Analysis

Electives (14 credits)

Choose 7 courses from the following:

- » 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
- » Python for Data Analysis
- » Retail Analytics
- » Sales Force Management

Courses are 2 credits unless otherwise noted.



1 YEAR
FULL-TIME
IN-PERSON
36 CREDITS

667
average
GMAT score

336
average
GRE score

3.62
average undergraduate GPA

<1
average years of full-time
work experience

11%
students from
the U.S.

5
countries
represented

76%
female students

24%
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.

“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
Data Scientist, Glassdoor

CAREER & LIFE DESIGN HIGHLIGHT

Exclusive career education and access to career coaching through both peer career advisors and professional coaches 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 career pathways and learning to build your professional brand, to interviewing and job search strategies, customized workshops, career education resources, and 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
- » 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

Job titles*

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

**This is 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)

     @JHUCarey