

MASTER OF SCIENCE *in*

MARKETING

Test, apply, and master breakthrough marketing ideas—ahead of the industry. The MS in Marketing harnesses the research firepower of one of the most respected universities in the world while connecting multiple disciplines.

36 CREDITS

 1 YEAR
FULL-TIME

3.45 AVERAGE UNDERGRADUATE GPA

681 AVERAGE GMAT

0.5 AVERAGE YEARS OF FULL-TIME WORK EXPERIENCE



Full-time
Location:

Baltimore, MD
(Harbor East)



For more information on the part-time program:

Visit carey.jhu.edu

Part-time program is offered in Baltimore.

Online part-time program will be available starting Fall 2019.

Curriculum

Business Foundations (12 credits)

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

Functional Core (6 credits)

- Consumer Behavior
- Marketing Research
- Marketing Strategy

Electives (18 credits)

- Advanced Behavioral Marketing
- Branding and Marketing Communications
- Business-to-Business Marketing
- Customer Analytics
- Customer Relationship Management
- Data Analytics

- Designing Experiments
- Integrated Digital Marketing
- New Product Development
- Pricing Analysis
- Retail Analytics
- Sales Force and Channels of Distribution
- Social Media Analytics
- Strategic Market Intelligence

All courses are 2 credits unless otherwise noted.



Graduate Employment Outcomes

Information reflects August 2017 graduates.



3% Transportation and Logistics Services
3% Media/Entertainment | 3% Energy
6% Financial Services | 6% Manufacturing
6% Real Estate | 9% Consulting
15% Other | 20% Energy
29% Consumer Packaged Goods



64% Marketing/Sales
15% General Management
6% Consulting | 3% Finance/Accounting
3% Operations/Logistics | 9% Other

75%

of graduates were employed, accepted full-time or internship positions, continued their education, or started their own business within six months of graduation.

Based on data collected for 58% of August 2017 graduates.



The Johns Hopkins Carey Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the world's leading authority on the quality assurance of business school programs.

Employers who have hired recent Carey graduates:

- Accenture
- Amazon
- Amway
- Anheuser-Busch
- AutoNation, Inc.
- Chanel
- China Telecom Americas
- Cisco Systems
- Ernst & Young LLP
- General Motors
- Huawei
- IBM
- International Monetary Fund (IMF)
- Ipsos
- Johns Hopkins Medicine
- Johns Hopkins University
- Kantar Health
- KPMG
- The Kraft Heinz Company
- L'Oreal
- Mars Snackfood
- NBC
- New York City Council
- Nordstrom
- Ogilvy & Mather
- Pfizer Inc
- Proctor & Gamble
- PwC (PricewaterhouseCoopers)
- Sohu
- Standard Chartered Bank
- Sun Global Media
- SuperCooler Technologies
- Tesla
- Thermo Fisher Scientific
- Unilever
- U.S. Department of Defense
- Verizon Wireless
- Volvo

This is not a comprehensive list.

For more information visit: carey.jhu.edu

410.234.9220 | 877-88-CAREY (877.882.2739) | carey.admissions@jhu.edu

SCHOLARSHIPS



The 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

