

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

3.43 AVERAGE UNDERGRADUATE GPA

675 AVERAGE GMAT

1.6 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](http://carey.jhu.edu)

Part-time program is offered in  
Baltimore and Washington, D.C.

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
- Decision Models

- Field Experiments: Innovation and Evidence for Business and Policy
- Integrated Digital Marketing
- New Product Development
- Pricing Analysis
- 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.



**20%** Energy | **15%** Consulting  
**6%** Manufacturing  
**6%** Consumer Packaged Goods  
**3%** Financial Services | **50%** Other



**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](http://carey.jhu.edu)

**410.234.9220** | **877-88-CAREY** (877.882.2739) | [carey.admissions@jhu.edu](mailto: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](http://carey.jhu.edu/admissions/financial-aid)

