



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 (Harbor East)
- » **More information**  
[carey.jhu.edu](http://carey.jhu.edu)

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

## Curriculum

### Business foundations (8 credits)

- » Business Communication
- » Business Leadership and Human Values
- » Marketing Management
- » Statistical Analysis

### Functional core (18 credits)

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

### Electives (10 credits)

Choose 5 courses:

- » Accounting and Financial Reporting
- » Advanced Behavioral Marketing
- » Branding and Marketing Communications
- » 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**

**681**

average GMAT score

**3.45**

average undergraduate GPA

**<1**

average years of full-time work experience

**78%**

female students

**22%**

male students





## Employment outcomes

\*Based on data collected from 59% of 2017-2018 graduates



### Accepted offers by industry

- 3% Transportation/logistics
- 3% Media/entertainment
- 3% Energy
- 6% Financial services
- 6% Manufacturing
- 6% Real estate
- 9% Consulting
- 15% Other
- 20% Energy
- 29% Packaged goods



### Accepted offers by function

- 64% Marketing/sales
- 15% General management
- 6% Consulting
- 3% Finance/accounting
- 3% Operations/logistics
- 9% Other

# 74%

**of graduates accepted full-time positions** within 6 months of graduation\*

## Career opportunities

Advance your career across numerous industry sectors, including technology, manufacturing, media, entertainment, real estate, and health care.

### Employers\*

- » Bloomberg
- » China Merchant Bank
- » DJI
- » Daimler
- » Didi
- » IBM
- » Lenovo
- » Louis Vuitton Moët Hennessy (LVMH)
- » Mars
- » P&G
- » RedStone Haute Couture
- » Shell
- » Kraft Heinz
- » Tiffany & Co.
- » Sinopec
- » Unilever

### Titles\*

- » Marketing Analyst
- » Account Supervisor
- » Digital Marketing Manager
- » Senior Product Manager
- » Global Management Trainee

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

877.88.CAREY (877.882.2739)

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