

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.

Curriculum

Business foundations (6 credits)

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

Functional core (10 credits)

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

STEM courses (8 credits)

- » Customer Analytics
- » Data Analytics
- » Marketing Strategy
- » Pricing Analysis

Electives (12 credits)

Choose six courses from the following:

- » Accounting and Financial Reporting
- » Advanced Behavioral Marketing
- » AI in Marketing
- » Branding and Marketing Communications
- » Business Law
- » Business-to-Business Marketing and Channel Strategy
- » Data Visualization
- » Designing Experiments
- » Integrated Digital Marketing
- » New Product Development
- » Python for Data Analysis
- » Retail Analytics
- » Sales Force Management
- » One Carey elective of your choice

Social Media Analytics

Gain a comprehensive understanding of social media data analytics tools through real-world, hands-on learning exercises to help transform businesses and marketing operations.

**FULL-TIME
IN-PERSON
36 CREDITS
ONE YEAR
30 CREDITS
9 MONTHS**
STEM-DESIGNATED**

**BALTIMORE, MD OR
WASHINGTON, D.C.**

719
average
GMAT score*

336
average
GRE score

3.54
average undergraduate GPA

<1
average years of full-time
work experience

5%
students from
the U.S.

6
countries
represented

62%
female students

38%
male students

Fall 2024 incoming class

*GMAT Exam (10th Edition)

**9 month format designed to align with
employment cycles in U.S. and abroad

More information

Contact Admissions:

carey.admissions@jhu.edu

410.234.9220 / 877.88.CAREY (877.882.2739)

carey.jhu.edu/ms-marketing-full-time

 blog.carey.jhu.edu

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