

# MASTER OF SCIENCE *in* MARKETING



*An innovative program designed to  
develop marketing leaders for the  
emerging global marketplace*



**JOHNS HOPKINS**  
CAREY BUSINESS SCHOOL

**“Functional core courses** stress how and why effective marketing decisions must rest on strategic customer insights driven by qualitative and quantitative data and analytics. **Elective courses** build the in-depth knowledge and the hands-on skills needed to create and implement targeted marketing programs in today’s rapidly evolving markets.”

Professor Meng Zhu, PhD  
Carey Business School



## MS *in* MARKETING CURRICULUM

Foundational business courses provide basic skills that every leader needs.

Functional core courses focus on the importance of strategic customer insights based on qualitative and quantitative marketplace data and analytics.

Elective courses blend knowledge with practical skills required to create successful marketing initiatives in today’s rapidly evolving markets.

### ■ Business Foundations

(14 credits)

Statistical Analysis

Business Communication

Business Law

Business Leadership and Human Values

Decision Models

Marketing Management

Accounting and Financial Reporting

### ■ Functional Core

(6 credits)

Consumer Behavior

Marketing Strategy

Marketing Research

### ■ Sample Electives

(Students select 8 electives, 16 credits)

ELECTIVES MAY INCLUDE:

Behavioral Analysis for Marketing Decisions

Branding and Marketing Communications

Business-to-Business Marketing

Competitive Pricing Analysis

Customer Relationship Management

Digital Marketing and Social Media

Sales Force and Channels of Distribution

Strategic Marketing Intelligence

Field Experiments

Data Analytics

Design Thinking

New Product Development

*Courses are subject to change.*

# MASTER OF SCIENCE MARKETING

*The Johns Hopkins Carey Business School MS in Marketing full-time and part-time programs give managers the knowledge, tools, and versatility to become effective decision makers who can positively influence marketing practice.*

## *The MS in Marketing Program*

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*36 credits*

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*Full-time and part-time formats*

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*Two convenient locations: Baltimore, MD (Harbor East) and  
Washington, D.C. (Dupont Circle)*

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*Online part-time format available Fall 2017*



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



## *Be a part of the Johns Hopkins Legacy*

As part of the Johns Hopkins University—the first research university in the United States—the Carey Business School is dedicated to creating and disseminating knowledge to solve the world's biggest problems. The Carey Business School prepares business leaders to solve the most pressing issues in the fields aligned with the most promising trends in career growth.

## *Marketing at the Carey Business School*

The MS in Marketing program is led by Johns Hopkins University world-class faculty and experienced practitioners in the field of marketing. The program emphasizes strategic and analytical topics needed to generate insights and solutions to today's most pressing marketing challenges. The program's intense curriculum delves into many aspects of strategic planning, marketing research, and consumer behavior, challenging students to consider theoretical, applied, and leadership perspectives. Students are able to apply what they learn in the classroom and are prepared to tackle issues large corporations, start-ups, and nonprofit organizations face.

## *Learn marketing skills that are applicable immediately*

Carey students are regularly engaged outside the classroom through speaker forums and seminars that feature senior executives and renowned thought leaders. These prominent guest lecturers provide authentic views on global business and marketing leadership from a variety of industries.

Carey prepares students for current and future marketing jobs.

### **PROJECTED EMPLOYMENT GROWTH FOR MARKETING PROFESSIONALS FROM 2012-2022**

Market Research Analyst

↑ **32%**

Marketing/Advertising/Brand Manager

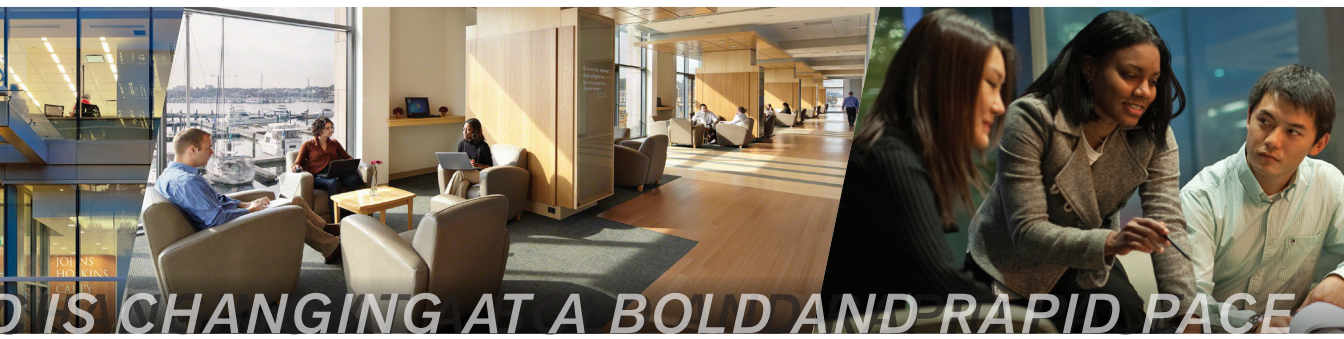
↑ **13%**

Source: Bureau of Labor Statistics, Occupational Outlook Handbook, 2014-2015

Our graduates are prepared to pursue **career opportunities** in specialized areas including:

- Communication planning and analysis
- Business or research analysis
- Business development and account management
- Brand management
- Digital marketing management
- Marketing insights
- Marketing analytics
- Marketing research
- Marketing consulting
- Marketing planning and opportunity analysis
- Strategic planning
- Project management





*The world is changing at a bold and rapid pace. The MS in Marketing program prepares students to meet the demand for capable and confident marketing professionals who understand the digital, global, and start-up environment.*

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*An MS in Marketing provides graduates with the tools and knowledge to:*

**Analyze** primary and secondary data, build customer datasets, conduct advanced analytics

**Integrate** digital platforms and social media into marketing and communication plans

**Manage** brand audits, assess brand equity and develop branding strategies

**Detect** relevant trends and patterns that can improve marketing performance

**Identify** appropriate use and design of qualitative and quantitative research methods to gain customer insights

**Explore** competitive economics and strategic intelligence during the marketing planning process

**Assess** market viability for innovative products and services

**Identify** market entry and exit strategies for new and maturing products/services

**Integrate** theories of consumer psychology to understand customer decision-making and behavior

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**“The Carey MS in Marketing program prepared me for many real-world business challenges. I still refer to my Statistical Analysis and Marketing Research course materials to help me in my current role as a marketing analyst.”**

Shuqian Cao

MS in Marketing, 2015

Marketing Analyst, Penn National Gaming and Hollywood Casinos

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**FOR MORE INFORMATION** about the MS in Marketing program, contact us at **410-234-9220** or **877-88-CAREY** (877-882-2739) or via email at **[carey.admissions@jhu.edu](mailto:carey.admissions@jhu.edu)**.

## **Our Mission**

The Johns Hopkins Carey Business School supports business knowledge development and education through our own initiatives, innovations, and collaborative programs across the Johns Hopkins University. We create and share knowledge that shapes business practices while educating business leaders who will grow economies and societies, and are exemplary citizens.

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

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