

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

**3.51** AVERAGE UNDERGRADUATE GPA

**686** AVERAGE GMAT

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

Part-time locations are offered in  
Baltimore and Washington, DC.

## Curriculum

### 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

### Marketing Electives (16 credits)

- Behavioral Analysis for Marketing Decisions
- Branding and Marketing Communications
- Business-to-Business Marketing
- Customer Relationship Management
- Digital Marketing and Social Media
- New Product Development

- Sales Force and Channels of Distribution
- Strategic Market Intelligence
- Competitive Pricing Analysis
- Data Analytics
- Design Leadership
- Field Experiments
- Marketing Analytics



## Graduate Employment Outcomes

Information reflects 2016 graduates.



**15%** Manufacturing | **15%** Consulting  
**14%** Media/Entertainment  
**14%** Real Estate | **14%** Technology  
**14%** Pharmaceutical/Biotech/Health Care  
**14%** Other



**43%** Marketing/Sales  
**14%** General Management  
**15%** Consulting | **14%** Information  
Technology | **14%** Operations/Logistics

**90%**

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 63% of May 2016 and August 2016 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 Carey 2015 or 2016 graduates:

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

This is not a comprehensive list.



The Johns Hopkins  
University - Carey  
Business School



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## 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)

For more information visit: **carey.jhu.edu**

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