

# MARKETING, MASTER OF SCIENCE, MARKETING ANALYTICS CONCENTRATION

The Master of Science in Marketing with an area of concentration in Marketing Analytics is deeply committed to the enhancement and facilitation of each student's career by combining a world-class education with highly valuable and practical experience, and the Hopkins mission of providing knowledge to the world to inspire our students to achieve their professional goals and make a positive impact in the world of business.

The Marketing Analytics curriculum incorporates the latest knowledge and technology in the field. Course offerings provide students with a thorough foundation in marketing theory, analysis, and practical applications. The course sequence maximizes student learning by progressing logically from foundation and core theory to specific practice. The program focuses on the application of marketing theory, current and future trends, and state-of-the-art techniques required by marketing professionals for success in the global market.

*International students in F-1 status who complete this program and obtain post-completion Optional Practical Training (OPT) (<https://ois.jhu.edu/students/current-f-1-students/f-1-training-and-employment/optional-practical-training/>) may be eligible for the STEM OPT Extension (<https://ois.jhu.edu/students/current-f-1-students/f-1-training-and-employment/opt-stem-extension/>). Students should consult the Office of International Services (<https://ois.jhu.edu/contact-ois/announcements/>) if they have questions about this benefit.*

## Program Requirements

The program requires 36 credits. Full-time MS students must complete the program in 3 semesters: fall, spring, and summer. Course waivers are not granted in this program. An area of concentration is required for the MS in Marketing.

## Curriculum

The curriculum for the MSM program includes the following courses. Course sequence and availability of specific electives may vary. Students must consult with an academic advisor to ensure that they take courses in the approved sequence. All courses are 2 credits unless otherwise noted.

| Code                                 | Title                                | Credits |
|--------------------------------------|--------------------------------------|---------|
| <b>Business Foundations</b>          |                                      |         |
| BU.120.601                           | Business Communication               | 2       |
| BU.131.601                           | Business Leadership and Human Values | 2       |
| BU.510.601                           | Statistical Analysis                 | 2       |
| <b>Functional Core</b>               |                                      |         |
| BU.420.710                           | Consumer Behavior                    | 2       |
| BU.410.620                           | Marketing Management                 | 2       |
| BU.410.601                           | Marketing Research                   | 2       |
| BU.450.765                           | Social Media Analytics               | 2       |
| BU.450.750                           | Strategic Market Intelligence        | 2       |
| <b>Area of Concentration Courses</b> |                                      |         |
| BU.450.760                           | Customer Analytics                   | 2       |
| BU.510.650                           | Data Analytics                       | 2       |

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|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-----------|
| BU.450.710                                                                                                                                    | Marketing Strategy                                | 2         |
| BU.430.720                                                                                                                                    | Pricing Analysis                                  | 2         |
| <b>Elective Courses</b>                                                                                                                       |                                                   |           |
| Select six of the following:                                                                                                                  |                                                   | 12        |
| BU.210.620                                                                                                                                    | Accounting and Financial Reporting                |           |
| BU.420.730                                                                                                                                    | Advanced Behavioral Marketing                     |           |
| BU.420.750                                                                                                                                    | AI in Marketing                                   |           |
| BU.430.710                                                                                                                                    | Branding and Marketing Communications             |           |
| BU.132.601                                                                                                                                    | Business Law                                      |           |
| BU.460.710                                                                                                                                    | Business-to-Business Marketing & Channel Strategy |           |
| BU.520.650                                                                                                                                    | Data Visualization                                |           |
| BU.450.630                                                                                                                                    | Designing Experiments                             |           |
| BU.460.700                                                                                                                                    | Integrated Digital Marketing                      |           |
| BU.460.730                                                                                                                                    | New Product Development                           |           |
| BU.510.615                                                                                                                                    | Python for Data Analysis                          |           |
| BU.450.740                                                                                                                                    | Retail Analytics                                  |           |
| BU.430.740                                                                                                                                    | Sales Force Management                            |           |
| Carey Elective - Students may fulfill ONE general elective with a Carey course for which they meet the prerequisites and enrollment criteria. |                                                   |           |
| <b>Total Credits</b>                                                                                                                          |                                                   | <b>36</b> |