

MARKETING, MASTER OF SCIENCE

The STEM-designated 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.

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
Business Foundations		
BU.120.601	Business Communication	2
BU.131.601	Business Leadership and Human Values	2
BU.510.601	Statistical Analysis	2
Functional Core		
BU.420.710	Consumer Behavior	2
BU.410.620	Marketing Management	2
BU.410.601	Marketing Research	2
BU.450.750	Strategic Market Intelligence	2
BU.450.765	Social Media Analytics	2
Area of Concentration Courses		
BU.450.760	Customer Analytics	2
BU.510.650	Data Analytics	2
BU.450.710	Marketing Strategy	2
BU.430.720	Pricing Analysis	2
Elective Courses		
Select six of the following:		12
BU.210.620	Accounting and Financial Reporting	
BU.420.730	Advanced Behavioral Marketing	
BU.430.710	Branding and Marketing Communications	
BU.132.601	Business Law	

BU.460.710	Business-to-Business Marketing & Channel Strategy
BU.420.720	Customer Relationship Management
BU.450.630	Designing Experiments
BU.460.700	Integrated Digital Marketing
BU.460.730	New Product Development
BU.450.740	Retail Analytics
BU.430.740	Sales Force Management
BU.510.615	Python for Data Analysis
Carey Elective - Students may fulfill ONE general elective with a Carey course for which they meet the prerequisites and enrollment criteria.	

Total Credits **36**