MARKETING, MASTER OF SCIENCE

The Master of Science in Marketing with a STEM-designated 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.

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU.520.601</td>
<td>Business Analytics</td>
<td>2</td>
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<tr>
<td>BU.131.601</td>
<td>Business Leadership and Human Values</td>
<td>2</td>
</tr>
<tr>
<td>BU.410.620</td>
<td>Marketing Management</td>
<td>2</td>
</tr>
<tr>
<td>BU.510.601</td>
<td>Statistical Analysis</td>
<td>2</td>
</tr>
<tr>
<td>BU.420.710</td>
<td>Customer Behavior</td>
<td>2</td>
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<tr>
<td>BU.450.760</td>
<td>Customer Analytics</td>
<td>2</td>
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<tr>
<td>BU.510.650</td>
<td>Data Analytics</td>
<td>2</td>
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<tr>
<td>BU.410.601</td>
<td>Marketing Research</td>
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<td>BU.450.710</td>
<td>Marketing Strategy</td>
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<td>BU.430.720</td>
<td>Pricing Analysis</td>
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<td>BU.450.765</td>
<td>Social Media Analytics</td>
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<tr>
<td>BU.450.750</td>
<td>Strategic Market Intelligence</td>
<td>2</td>
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Elective Courses

Select six of the following: 12

- BU.210.620 Accounting and Financial Reporting
- BU.420.730 Advanced Behavioral Marketing
- BU.460.710 Business-to-Business Marketing & Channel Strategy