MARKETING (PART TIME),
MASTER OF SCIENCE

The Master of Science in Marketing (MSM) program is deeply committed to the enhancement and facilitation of each student's career by combining a world-class education, with highly valuable 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 MSM 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. Part-time students must complete the program within six years.

Students enrolled in the online MSM program are required to take the Business Communication course. Asynchronous online sections of this course have a mandatory two-day residency component, which includes synchronous participation. Onsite residencies are held at the Carey Business School's Harbor East campus in Baltimore, MD.

Curriculum

The curriculum for the MSM program includes the following courses. Course sequence and availability of specific electives may vary and not all electives are available every term nor in every format. All courses are 2 credits.

### Code | Title | Credits
--- | --- | ---
**Business Foundations**
BU.210.620 | Accounting and Financial Reporting | 2
BU.120.601 | Business Communication ¹ | 2
BU.132.601 | Business Law | 2
BU.131.601 | Business Leadership and Human Values | 2
BU.410.620 | Marketing Management | 2
BU.510.601 | Statistical Analysis | 2

### Functional Core

BU.420.710 | Consumer Behavior | 2
BU.410.601 | Marketing Research | 2
BU.450.710 | Marketing Strategy | 2

### Elective Courses

Select nine of the following: 18

BU.420.730 | Advanced Behavioral Marketing |
BU.430.710 | Branding and Marketing Communications |
BU.520.601 | Business Analytics |
BU.460.710 | Business-to-Business Marketing & Channel Strategy |
BU.450.760 | Customer Analytics |
BU.420.720 | Customer Relationship Management |

¹ Asynchronous online sections of this course have a mandatory two-day residency component, requiring real time, synchronous participation. Onsite residencies are held at the Carey Business School's Harbor East campus in Baltimore, MD.