

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. Part-time MSM students have the option of taking courses onsite, online, or a combination of both.

Students enrolled in the online MSM program will be required to take one course with residency, which includes a two day onsite component, to complete their degree. The onsite residency is 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 online. Students must consult with an academic advisor to ensure that they take courses in the approved sequence. 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 ²	
BU.520.601	Business Analytics ²	
BU.460.710	Business-to-Business Marketing & Channel Strategy ²	
BU.450.760	Customer Analytics	

BU.420.720	Customer Relationship Management ²	
BU.510.650	Data Analytics ²	
BU.450.630	Designing Experiments	
BU.460.700	Integrated Digital Marketing ²	
BU.460.730	New Product Development ²	
BU.430.720	Pricing Analysis	
BU.450.740	Retail Analytics	
BU.430.740	Sales Force Management ²	
BU.450.765	Social Media Analytics	
BU.450.750	Strategic Market Intelligence ²	
Total Credits		36

¹ Designates course that students enrolled in the online MSM program are required to take as the course with residency to complete their degree

² Designates elective courses that are offered online