

# 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
<b>Business Foundations</b>		
BU.210.620	Accounting and Financial Reporting	2
BU.120.601	Business Communication <sup>1</sup>	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
<b>Functional Core</b>		
BU.420.710	Consumer Behavior	2
BU.410.601	Marketing Research	2
BU.450.710	Marketing Strategy	2
<b>Elective Courses</b>		
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	

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

**Total Credits** **36**

<sup>1</sup> 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.