

MARKETING AND COMMUNICATIONS, MINOR

The Marketing & Communications (M&C) program offers Johns Hopkins Arts & Sciences, Engineering, and Peabody students a broad array of courses designed to equip them to lead in the fields of marketing and communications, and complements major courses of study in departments across campus. Students will find courses that allow them to pursue their career goals whether they wish to pursue a career in product or marketing management at a large-scale enterprise or to be more involved in the creative side of the marketing field, including areas such as advertising, public relations, and social media. Marketing and Communications courses are also open to students who choose not to declare the minor.

In our marketing management courses (tagged CLE-MMGMT), students will learn how to manage both the message and the financial impact of marketing campaigns, as well as how to manage a product line from development to launch. In our marketing communications courses (tagged CLE-MCOMM), students will learn how to form marketing messages and to produce creative content and deliverables for a variety of industries.

Course and Grade Rules and Limitations

The Marketing and Communications minor requires 25 credits.

A maximum of one "S" course may be applied to the minor.

All courses applied to the M&C minor must be completed with a grade of C- or above.

Program Requirement

Code	Title	Credits
Core Courses		
Students must complete the following four fundamental courses:		
EN.660.105	Introduction to Business	4
EN.660.203	Financial Accounting	3
EN.660.250	Identifying and Capturing Markets	3
EN.661.110	Professional Writing and Communication	3
	or EN.661.250 Oral Presentations	
Upper-Level Electives		12
Students must complete four of the following, at least one at the 400-level:		
EN.660.310	Case Studies in Business Ethics	
EN.660.352	New Product Development	
EN.660.358	International Marketing	
EN.661.360	Marketing Your Start-up	
EN.660.420	Marketing Strategy	
EN.660.450	Advertising & Integrated Marketing Communication	
EN.660.453	Social Media and Marketing	
EN.661.301	Writing for the Law	
EN.661.306	Special Topics in Professional Writing: Freelance Travel Writing	
EN.661.315	Culture of the Engineering Profession	
EN.661.316	Culture of the Media Profession	

EN.661.317	Culture of the Medical Profession	
EN.661.355	Special Topics in Professional Writing: Blogging about Food and Culture	
EN.661.361	P.R. & Media	
EN.661.370	Storytelling with Data	
EN.661.380	Business Analytics	
Total Credits		25