

MARKETING AND COMMUNICATIONS, MINOR

<https://engineering.jhu.edu/cle/academics/undergraduate-studies/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.

Goal of the Capstone Experience

Johns Hopkins University's Center for Leadership Education (CLE) capstone experience serves as the culminating academic project for students, offering an opportunity to integrate and apply the knowledge and skills they have acquired in their CLE courses. This capstone project is designed to address a real-world problem, allowing students to demonstrate their mastery of a specific subject area while honing essential skills for their professional careers. By engaging in this hands-on, practical experience, students deepen their technical expertise in entrepreneurship, research, and analysis. They also demonstrate critical thinking, problem-solving, and communication abilities—skills that are vital for success in today's complex, fast-paced professional environments.

The capstone project is a comprehensive, interdisciplinary experience that challenges students to engage in problem discovery, a key focus of CLE's curriculum. Students at JHU are taught to navigate the boundaries of uncertainty, searching for previously un-articulated problems that are worth solving. The CLE capstone experience encourages innovation and provides students with an opportunity to use the tools they acquired in coursework to analyze and address complex, real-world challenges. To complete the capstone project, students use quantitative reasoning, systems thinking, with a focus on approaching problems from multiple perspectives. They collaborate effectively with diverse teams that include other students and external stakeholders.

The capstone experience also emphasizes the importance of effective communication. Students practice articulating their ideas and solutions clearly, both in writing and in verbal presentations. This not only illustrates their ability to convey complex concepts to a wide range of audiences but also prepares them to lead and succeed in entrepreneurial ventures and professional settings.

CLE's curriculum is specifically designed to teach students how to lead with innovation, using principles of sustainability and entrepreneurship to drive impactful solutions. Ultimately, the CLE capstone project is an experiential learning opportunity that allows students to apply what they have learned in the classroom to real-world scenarios and to demonstrate the entrepreneurship, leadership, analytical, and communication skills that they have acquired, ensuring they are not only well-prepared but are also poised to be effective innovators and leaders in their respective fields.

The information below describes the academic requirements for students entering JHU as degree-seeking students in Fall 2025. Students who entered JHU as degree-seeking students prior to Fall 2025 should view the appropriate archived catalogue (<https://e-catalogue.jhu.edu/archive/>).

The Marketing and Communications (M&C) minor is designed to develop marketing and communication skills in a wide variety of professional activities. The minor requires 21 credits. Grades of C- or higher are required. A maximum of one Satisfactory/Unsatisfactory (S/U) grade may be applied to the Core Courses, Upper-Level Electives, or Capstone Course requirements. Details of these requirements are as follows:

CORE COURSES

Code	Title	Credits
EN.660.105	Foundations of American Enterprise	3
EN.660.203	Financial Accounting	3
or EN.660.207	Reasoning with Data	
EN.660.250	Identifying and Capturing Markets	3
EN.661.110	Professional Writing and Ethics	3
or EN.661.250	Oral Presentations	
Total Credits		12

ELECTIVES

Code	Title	Credits
Complete two courses from the following: ¹		
EN.660.322	Decision Analytics	3
EN.661.228	Improvisational Techniques for Communication	3
EN.661.306	Special Topics in Professional Writing: Freelance Travel Writing	3
EN.661.315	Culture of the Engineering Profession	3
EN.661.317	Culture of the Medical Profession	3
EN.661.355	Special Topics in Professional Writing: Blogging about Food and Culture	3
EN.661.361	Crisis Communications	3
EN.661.370	Storytelling with Data	3
Total Credits		6

CAPSTONE COURSE

Code	Title	Credits
Complete one course from the following:		
EN.660.420	Strategic Case Analysis	3
EN.660.450	Advertising & Integrated Marketing Communication	3
EN.660.453	Digital/Social Media & Analytics	3
Total Credits		3

¹ Additional capstone courses may be taken in lieu of elective credits.