Master of Science in Marketing (full-time)

Program features

The STEM-designated full-time Master of Science in Marketing with a concentration in marketing analytics develops skills for a deeper understanding of market theory, analysis, and practical applications.

Marketing theory

Develop the skills for a deeper understanding of the market, the profile of the market on a granular level, and targeted customer experience strategies based on real-time customer feedback.

Marketing in the digital age

Prepare to meet the demand for capable and confident marketing professionals who understand the digital economy, global, and start-up environments.

STEM-designated curriculum

The [**STEM-designated**](https://carey.jhu.edu/programs/stem-designated) Master of Science in Marketing curriculum offers the opportunity to pursue an Optional Practical Training STEM Extension benefit.

Solutions to business challenges

Master necessary analytical methodologies to make smart, informed decisions and tackle complex business challenges.

Curriculum

Considering the interconnected world and the increased pace of doing business globally, competitive marketing professionals must understand appropriate quantitative and qualitative marketing methods to gain consumer insights. The Master of Science in Marketing with a concentration in Marketing Analytics provides the foundation to build the expertise and skills necessary for the future of marketing.

Signature experiences

**Body Text**

Your business education doesn’t end in the classroom. Step out of your comfort zone as you partner with students across Johns Hopkins and businesses to take your learning to the next level.

**[Community Consulting lab](https://carey.jhu.edu/student-experience/experiential-learning/experiential-co-curriculars/community-consulting-lab)**

**[Case Competitions](https://carey.jhu.edu/student-experience/experiential-learning/experiential-co-curriculars/case-competitions)**

**[Student Startup Challenge](https://carey.jhu.edu/student-experience/experiential-learning/experiential-co-curriculars/student-startup-challenge)**

**[Impact Sprints](https://carey.jhu.edu/student-experience/experiential-learning/experiential-co-curriculars/impact-sprints)**

Prepare for and explore careers after graduation

The Career & Life Design team is committed to providing opportunities for you to build professional skills and competencies that are essential for building the career you want.

Throughout your program and beyond, Carey career and leadership coaches and employer relations industry specialists provide you with the support, resources, and opportunities you need to achieve your unique career goals.

Graduates of this program work in a variety of industries including technology, manufacturing, media and entertainment, real estate, and health care. Here are just a few organizations where program alumni are making an impact.

**Companies (sample)**

* Baltimore Jazz Alliance
* Bloomberg
* Children’s Hospital of Philadelphia
* IBM
* Johnson & Johnson
* Kraft Heinz
* Lenovo
* L’Oreal
* MARS
* Medifast
* Nestle
* Proctor & Gamble (P&G)
* Tiffany & Co.
* Unilever
* World Financial Group

**Titles (sample):**

* Account Supervisor
* Board Development Specialist
* Business Development
* Data Analyst
* Digital Marketing Manager
* Marketing Director
* Marketing Manager
* Product Manager
* Research Analyst
* Sales and Marketing Executive
* Senior Product Manager