

# MASTER OF SCIENCE IN MARKETING ANALYTICS

In a world driven by the internet, social media, digital technologies, and big data, successful marketers must stay on the cutting edge of new forms of marketing, technology, and analytics. Our master's in marketing analytics program will prepare you for an exciting career as a market research analyst or a similar position.

Guided by leading industry experts on our Marketing Analytics Advisory Council, the Master of Science in Marketing Analytics program will teach you how to gather and analyze data, generate insights, and develop marketing strategies that expand a company's customer base and market share.

Stuart School of Business is a global leader in bridging technology and business, offering distinctive education that provides students with the knowledge and skillsets to become outstanding professionals in economics, finance, analytics, marketing, business, public administration, operations, and management.

Business at Illinois Tech has a prestigious history that dates back to the late 1890s, with some of the nation's first courses in "Family and Consumer Science" (including "Home Economics" and "Household Management") being offered by the Lewis Institute, Stuart's original home, and the Institute's subsequent formation of the university's Department of Business and Economics in 1926. Combined with the merger of the Lewis Institute with the Armour Institute, and the earlier pioneering works of Philip D. Armour, a merchant financier, Julia A. Beveridge, a librarian turned public administrator, and Frank W. Gunsaulus, an entrepreneurial preacher in the 1880s, the Department Business and Economics ultimately grew into a separate school at Illinois Institute of Technology – the Stuart School of Business, in 1969, with a gift from Lewis Institute alum and renowned financier Harold Leonard Stuart. Harold L. Stuart himself was a national leader in the field of investment banking in the first half of the 20th century, and his Chicago investment bank played a pivotal role in establishing the city as a global financial hub.

Over a period of more than 125 years, harnessing curricular innovations by Julia A. Beveridge and George N. Carman, and incredible scholarly works by trailblazing Illinois Tech scholars Herb A. Simon (author of Administrative Behavior, later awarded the Nobel Prize in Economics), Karl Menger (developer of the St. Petersburg paradox in economics) and Abe Sklar (developer of the Copula in financial modeling), the Stuart School of Business has refined education in the disciplines of economics, finance, analytics, business and public administration, marketing, and management.

A long-standing leader in curricular innovation, in 1990, building on the foundational works of numerous Illinois Tech scholars, and Harold L. Stuart's own contributions to finance and the broader business community, the Stuart School of Business established quantitative finance as an academic discipline, with a world's first postgraduate Master's program in Financial Markets and Trading – a program that highlighted a new model for embedding into a postgraduate academic program the emphases on career readiness and connectedness with the business community, and transformed business school education.

Today, the Stuart School of Business continues to be a frontier innovator in accredited education, offering academic programs and co-curricular opportunities that place students on the path to self-actualization and career success. Leadership, entrepreneurship, experiential learning, positive societal impact, and connectedness to the business community, combined with a human-centered approach to student development, and an unyielding focus on student success, continue to be core pillars at Stuart. Stuart is accredited by the Association to Advance Collegiate Schools of Business (AACSB) – an accreditation achieved by fewer than 6% of business schools worldwide.

The Master of Science in Marketing Analytics requires the successful completion of 33 credit hours (11 courses). Full-time students are expected to enroll for at least three courses per semester and can complete their degree in two years or less. Part-time students can enroll for as few as one course per semester. The program schedule enables incredible flexibility to students who wish to accelerate their studies. For example, full-time students may be eligible to graduate in 12-16 months by beginning their studies in summer of year one and completing their program in summer of year two.

## Curriculum

Code	Title	Credit Hours
<b>Core Courses</b>		<b>(24)</b>
BUS 550	Business Statistics	3
MAX 501	Digital Marketing	3
MAX 502	Analytics for Decision Making	3
MAX 503	Marketing Research and Engineering	3
MAX 504	Marketing Strategy	3
MAX 506	Database Design and SQL	3
MAX 522	Predictive Analytics	3
MAX 523	Social Media Marketing Analytics	3
<b>Electives</b>		<b>(6)</b>

Select 6 credits from the following:

6

MAX 507	Visual Analytics - Data Analytics & Visualization	3
MAX 526	Quantitative Marketing Models	3
MAX 595	Special Topics in Marketing Analytics	3
MAX 597	Independent Study in Marketing Analytics	3
MBA 505	Microeconomics and Game Theory	3
MBA 532	Artificial Intelligence	3
MBA 534	Blockchain	3
MBA 536	INTERNET OF THINGS	3
<b>Total Credit Hours</b>		<b>30</b>