

BACHELOR OF SCIENCE IN MARKETING ANALYTICS

The B.S. In Marketing Analytics degree provides an overview of marketing methods and technology, including topics such as consumer behavior, economic principles for businesses, managerial decision-making, optimal pricing, new product development, marketing research techniques and their applications, research design and data sources, questionnaire development and analysis, state-of-the-art methods for presenting and selling products focused on technology, and cross-disciplinary approaches to understanding consumer behavior and decision-making. Students will develop a depth of knowledge in marketing and quantitative and analytical skills.

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 and analytics at Illinois Tech have a prestigious history that dates back to the late 1890s, with some of the nation's first courses in "Family and Consumer Science" or "Consumer Analytics" (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, business and public administration, analytics, 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 Bachelor of Science in Marketing Analytics builds on Stuart's prestige in analytics, as well as tradition of rigorous undergraduate education. The innovative program, which rests on 3 pillars (Marketing, Data Analytics, and Technology), requires the successful completion of 126 credit hours.

Required Courses

Code	Title	Credit Hours
Core Business Courses		(48)
BUS 100	Introduction to Business and Economics	3
BUS 102	Introduction to Business Analytics	3
ECON 151	Microeconomics	3
ECON 152	Macroeconomics	3
BUS 211	Financial Accounting	3
BUS 212	Managerial Accounting	3
BUS 221	Business Statistics	3
BUS 301	Organizational Behavior	3
BUS 305	Operation and Supply Chain Analytics	3
BUS 311	Strategic Cost Management	3
BUS 321	Analytics for Optimization	3
BUS 341	Business Law	3
BUS 351	Financial Decision Making and Capital Budgeting	3
BUS 371	Marketing Fundamentals	3
ECON/BUS 382	Business Economics	3
BUS 480	Strategic Management and Design Thinking	3
Marketing Analytics Courses		(15)
BUS 471	Marketing Management	3
BUS 472	New Product Development	3
BUS 473	Marketing Analytics	3
BUS 475	Sales Management and Analytics	3
BUS 476	Consumer Behavior	3
Mathematics Requirement		(4)
MATH 148	Preparation for Calculus ¹	4
	or MATH 192 Finite Mathematics	
	or MATH 151 Calculus I	
Natural Science and Engineering Requirements		(10)
See Illinois Tech Core Curriculum, section D		10
Humanities and Social Science Requirements		(21)

See Illinois Tech Core Curriculum, section B and C	21
Computer Science Requirement	(2)
CS 105 Introduction to Computer Programming	2
or CS 110 Computing Principles	
Interprofessional Projects (IPRO)	(6)
See Illinois Tech Core Curriculum, section E	6
Free Electives	(14)
Select 14 hours of electives	14
Total Credit Hours	120

¹If a student chooses MATH 192 (3 credits), the students need to take one more free elective credit to satisfy the 120-credit limit.

Semester 1	Credit Hours	Semester 2	Credit Hours	Year 4	Credit Hours
BUS 473	3	BUS 475			3
BUS 476	3	BUS 480			3
Free Elective	3	Free Elective			3
Free Elective	3	Free Elective			3
Humanities or Social Science Elective	3	Free Elective			2
			15		14
Total Credit Hours: 120					

Bachelor of Science in Marketing Analytics Curriculum

Semester 1	Credit Hours	Semester 2	Credit Hours	Year 1	Credit Hours
BUS 100	3	BUS 102			3
ECON 151	3	BUS 221			3
MATH 148	4	ECON 152			3
CS 105	2	Science Elective			4
Humanities Elective (200 Level Course)	3	Social Sciences Elective			3
			15		16

Semester 1	Credit Hours	Semester 2	Credit Hours	Year 2	Credit Hours
BUS 211	3	BUS 212			3
BUS 301	3	BUS 341			3
BUS 321	3	BUS 351			3
Science Elective	3	BUS 371			3
Social Sciences Elective (300+ Level Course)	3	Humanities Elective (300+ Level Course)			3
			15		15

Semester 1	Credit Hours	Semester 2	Credit Hours	Year 3	Credit Hours
BUS 311	3	BUS 305			3
BUS 471	3	ECON 382 or BUS 382			3
Science Elective	3	BUS 472			3
Social Sciences Elective (300+ Level Course)	3	Humanities Elective (300+ Level Course)			3
IPRO Elective I	3	IPRO Elective II			3
			15		15