



Prepare for one of the fastest-growing careers available with your M.S. in Marketing Analytics.

Interested in a career in one of the fastest-growing job sectors in the country? Illinois Institute of Technology's M.S. in Marketing Analytics will get you there.

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

PROGRAM TYPE
Master's

DEGREE
M.S. 

DEPARTMENT
Business

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, our marketing analytics master's degree 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. Plus, you'll live and learn in the heart of Chicago, a major marketing and commerce center.

You'll gain professional skills and expertise in a program ranked #23 among all master's in marketing programs in the United States by *TFE Times*. And our job placement rate is almost 95 percent within three months of graduation.

Through Illinois Tech's one-of-a-kind, hands-on opportunities and marketing analytics courses taught by faculty with extensive market research expertise, you'll gain the insights and education to elevate your career path and excel in your chosen profession.

Program Overview

By choosing Illinois Tech's M.S. in Marketing Analytics degree program, you'll enjoy a number of advantages, including:

- **Gain professional expertise through Illinois Tech's Elevate program.** This one-of-a-kind program guarantees access to hands-on experiences—including research projects, internships, study away, competitions, short

COLLEGE
Stuart School of Business

PROGRAM MODALITY
On Campus

STEM DESIGNATED
Yes

[Learn more about STEM designated programs and their advantage for international students.](#)

MEETS F-1 VISA REQUIREMENTS
Yes ⓘ

REQUEST INFO

VISIT

APPLY

courses, and more—as well as personalized academic and career mentorship, all in pursuit of ensuring that our students graduate with career-readiness.

- **Leverage professional career guidance to kickstart your career.** Our Career Management Center offers you individualized career counseling, resources for job and internship searches, and opportunities to network with industry professionals.
- **Live and learn in the heart of Chicago's business district.** Our downtown Chicago location offers you unparalleled access to companies employing data scientists, business analysts, and market research analysts for internships, networking opportunities, and in order to gain valuable industry contacts.
- **Acquire real-world insights and guidance from our alumni network.** Our global network of accomplished Illinois Tech alumni is available to engage with and support you.
- **Learn from and collaborate with expert industry leaders.** Our professors bring their marketing analytics experience directly to the classroom, offering extensive insights into market analytics, marketing strategy, and technology.

Career Opportunities

Our marketing analytics master's degree will prepare you for fast-paced marketing analytics careers such as:

- Market research analyst

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- Management analyst
 - Marketing or advertising manager
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- Product or brand manager
- Operations research analyst
- Social media marketing specialist

Companies that have hired our master's in marketing analytics graduates include:

- Anthem Marketing Solutions
- Chicago Mercantile Exchange (CME) Group
- Extreme Networks
- Google
- Greystar
- Nielsen
- Ogilvy & Mather
- PricewaterhouseCoopers (PwC)
- Samsung Engineering Corporation

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Illinois Tech Elevates Your Future Career Options.

Marketing Managers

Sales Managers

Advertising and Promotions Managers

Business Intelligence Analysts

Public Relations Specialists

Market Research Analysts and Marketing Specialists

Search Marketing Strategists

Fundraisers

Survey Researchers

Interviewers, Except Eligibility and Loan

POWERED BY  Lightcast DATA 

► Disclaimer for prospective students, please read.

Curriculum

Admission Requirements

Why Choose Illinois Tech's Master's in Marketing

Analytics Program?

Here are just a few of the many reasons to choose Illinois Tech's Stuart School of Business M.S in Marketing Analytics degree program:

- Our one-of-a-kind Elevate program offers extensive hands-on marketing analytics experience
- Live and learn in Chicago, a major global marketing center
- Internship opportunities with some of the world's top marketing analytics companies
- Global connections with successful Illinois Tech alumni through our Bridge network
- Extensive career development and internship resources through our Career Management Center

Scholarships and Financial Aid for M.S. in Marketing Analytics Students

Domestic students pursuing our M.S. in Marketing Analytics degree are eligible to apply for the Chicago Talent Pipeline Scholarship, which supports motivated individuals to advance their career paths in Chicago's dynamic marketing industry. This scholarship awards a maximum of \$14,000 per degree.

International students pursuing our M.S. in Marketing Analytics degree are eligible to apply for Illinois Tech's Stuart School of

Business Dean's Scholarship, which awards up to \$14,000 for the full two-year program. We are also a STEM-designated program, which allows international program graduates to apply for an extension for Optional Practical Training in the United States.

[Learn more about tuition, fees, and financial aid at Illinois Tech](#)



“The program helped me build strong analytical skills as how to deliver professionally. The faculty and staff are fa reachable and always happy to answer questions.”

—Chumeng “Maggie” Ding (M.S. MANL '15), Analytics and Insights Associate Director, Spark Fo



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Why Our Master's in Marketing Analytics Program Stands Out

More reasons to choose Illinois Tech's Stuart School of Business

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#23



6%

Rank in the
U.S. among
Master's of
Marketing
Programs

—TFE Times (2023)

We offer the
only
business
school in a
tech-focused
university in
Chicago

Stuart is
AACSB-
accredited,
as only 6
percent of
business
schools are
globally

—Association to
Advance Collegiate
Schools of Business
International

Additional Marketing

Analytics Master's Options



Advance Your Career with Two Graduate Degrees

Aim for the C-suite by pairing the specialized skills of marketing analytics with the management expertise of an M.B.A. Save time and money with Stuart's dual-degree program.



Learn to Apply Tech in Business

Choose from elective courses such as Artificial Intelligence (AI), Blockchain, and Internet of Things (IoT). Plus, you can earn globally recognized IBM digital badges.



Accelerated Master's Program (AMP)

Current Illinois Tech undergraduates can earn both a bachelor's degree and a Master of Science in Marketing Analytics in as few as five years through the AMP co-terminal option.

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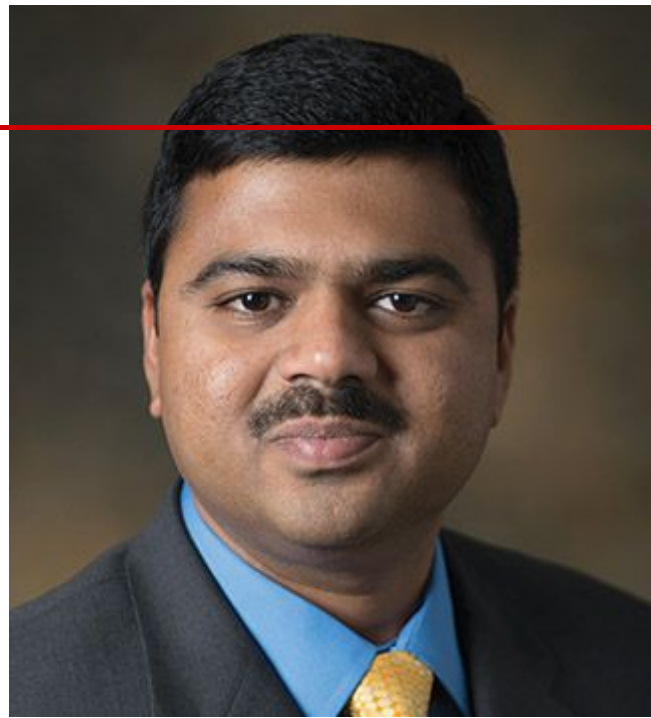
Move Your Career Forward

Featured Faculty



Elizabeth J. Durango-Cohen

- > Associate Professor of Operations Management
- > M. Zia Hassan Endowed Professor
- > Assistant Director, M.S. in Marketing Analytics
- > Director, Center for Advancing Corporate Performance



Dinakar Jayarajan

- > Clinical Associate Professor of Marketing
- > Assistant Professor of Graduate Business Programs


Not what you're looking for? View all of Illinois Tech's programs in [artificial intelligence, machine learning, computation, and data science](#).

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Learn more...

Illinois Tech welcomes you to join our community of people who discover, create, and solve. Apply today, visit us in Chicago, and contact us for more information.

[REQUEST INFO](#)[VISIT](#)[APPLY](#)

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ILLINOIS TECH		
10 West 35th Street	<u>> Emergency</u>	<u>> Privacy</u>
Chicago, IL 60616	<u>Information</u>	<u>> Copyright</u>
 312.567.3000	<u>> Employment</u>	<u>Concerns</u>
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		<u>Information</u>
		<u>> Student Non-</u>
		<u>Discrimination</u>
		<u>Policy</u>