



Graduate Programs in Marketing Analytics

STUART SCHOOL OF BUSINESS AT ILLINOIS TECH

Learn How to Leverage Data for Marketing Success

The **Master of Science in Marketing Analytics** program at Stuart School of Business teaches students how to be forward-thinking marketing specialists who can convert data into insights, transform information into communication, and translate marketing analytics into competitive advantage to drive business success in the digital economy.

Our program is **ranked #23 among all master's in marketing programs** in the United States by *TFE Times* (2023), with a curriculum focused on the latest, industry-leading analytics technologies and techniques.

Through Illinois Tech's one-of-a-kind **Elevate** program, students are guaranteed hands-on experiences such as virtual and in-person internships, mentoring, and personalized academic and career advising.

Chicago is a global center for marketing, advertising, finance, logistics, and other data-intensive industries. Stuart and Illinois Tech provide connections for internships, networking, and job opportunities for students and alumni.

This is a **STEM-designated** program. International graduates are eligible to apply for an extension for Optional Practical Training to stay and work in the U.S. for up to three years after graduation.

Program Snapshot

Master of Science in Marketing Analytics

8 core courses | 3 elective courses
33 total credit hours

Full-time students are expected to enroll in at least three courses per semester and can complete the degree in two years. Part-time students can enroll in as few as one course per semester and can take up to five years to complete the degree.

Marketing Analytics Core Courses

- Business Statistics
- Digital Marketing
- Analytics for Decision Making
- Marketing Research and Engineering
- Marketing Strategy
- Database Design and SQL
- Predictive Analytics
- Social Media Marketing Analytics

Plus, choose three electives from among courses such as Visual Analytics, Quantitative Marketing Models, Artificial Intelligence, Blockchain, and more.

Dual Degree Option

M.S. Marketing Analytics + M.B.A.

Students can advance their careers into management by also completing a Master of Business Administration degree simultaneously. Dual enrollment can reduce degree requirements by up to six M.B.A. credits and six M.S. Marketing Analytics credits.

Scholarships

Domestic students who seek to advance their careers in the Chicago-area market are eligible to apply for the Chicago Talent Pipeline Scholarship, which awards **up to \$14,000** for the degree program.

International students are eligible to apply for the Stuart School of Business Dean's Scholarship, which awards **up to \$14,000** for the degree program.

Careers

The M.S. in Marketing Analytics degree prepares graduates for in-demand careers as marketing analysts and specialists in marketing services firms, consulting firms, corporate marketing departments, branding agencies, market research agencies, or advertising agencies.

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Companies that have hired our graduates include:

- Anthem Marketing Solutions
- CME Group
- Corptax
- Google
- Nielsen
- Ogilvy & Mather
- PricewaterhouseCoopers (PwC)
- Samsung Engineering Corporation
- Starcom Mediavest Group

Stuart School of Business offers a dedicated **Career Management Center** exclusively for business students, providing individualized career counseling and hosting recruiting events, résumé reviews, mock interviews, and career information sessions.

Faculty Spotlights

M. Krishna Erramilli

Associate Dean, Stuart School of Business
Program Director, Marketing Analytics
Program Director, Master of Business Administration
Professor of Marketing
M.B.A. University of Pune, India
Ph.D. Marketing, University of Arkansas

Erramilli's 30-plus years of professional experience spans North America, Africa, and Asia. His research focuses on international marketing strategy, competitive advantage of global firms, and growth in emerging markets. Erramilli is an active consultant and has provided executive education for companies including Samsung, Roche Diagnostics, DuPont, DHL, and KPMG.

Elizabeth J. Durango-Cohen

M. Zia Hassan Endowed Professor
Associate Professor of Operations Management
Assistant Director, M.S. in Marketing Analytics
Executive Director of the Center for Advancing Corporate Performance
M.A. and Ph.D. Industrial Engineering and Operations Research, University of California, Berkeley

Durango-Cohen has worked in the area of production planning and inventory control in the context of supply chain management, and her current research efforts focus on the interface of marketing and operations to support fundraising efforts at not-for-profit institutions.

Student Insights

"The program helped me build strong analytical skills as well as teaching me how to deliver professionally. The faculty and staff are fantastic, as they are reachable and always happy to answer questions."

—Chumeng "Maggie" Ding (M.S. Marketing Analytics '15)
Analytics and Insights Associate Director, Spark Foundry

"The courses are very well structured. The way the semester is designed, it makes you ready for summer internships with enough knowledge so you can go out there and implement it. I think the unique blend of marketing + analytics makes you ready for not one but two careers."

—Karan Tupe (M.S. Marketing Analytics '20)
Marketing Science Partner, Meta

Tupe had a summer internship with BMW Technology Corporation that turned into a part-time job for the following semester.

"Stuart School of Business offers a unique degree. It combines business and technology seamlessly. Stuart's program helps students prepare to be a good business storyteller with a deep understanding of cutting-edge technology."

—Changye "Jack" An (M.S. Marketing Analytics/M.B.A. '16)
Lead Data Scientist, Chamberlain Group

Admission Requirements

- Minimum cumulative undergraduate grade-point average of 3.0 on a 4.0 scale
- Résumé
- Professional statement (Statement of purpose)
- Official TOEFL or IELTS score, if required
- **No GMAT or GRE scores required**

Contact

For questions regarding the program, admission requirements, or to schedule a meeting, contact Stuart's Director of Recruitment and Enrollment Strategy **Brian Albertsen** at StuartAdmission@Stuart.IIT.edu or 312.906.4842.

Visit the Stuart School of Business website:

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