Now more than ever, organizations are gathering astronomical quantities of data about customers and customer behavior, creating a significant demand for marketing analysts with training in business, analytical methods, and technology. Likewise, the influence of technology, including social media, is drastically altering the way companies interact with and engage their customers. IIT Stuart School of Business prepares students 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 next economy.

A One-of-a-Kind Educational Experience

The IIT Stuart Marketing Analytics and Communication (MAC) program is the only program of its kind in Chicago offered by a business school, preparing marketing specialists for careers in big data.

MASTER OF SCIENCE IN MARKETING ANALYTICS AND COMMUNICATION

Concentrations:
Marketing Analytics

Program snapshot:
8 core courses
3 elective/concentration courses
33 total credit hours

Full-time students are expected to enroll in at least three courses per semester and can complete their degrees 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 their degrees.

Business Core Courses
• Building an Innovative and Sustainable Business
• Business Analytics for Competitive Advantage
• Business Innovation in the Next Economy

Marketing Core Courses
• Creating, Communicating, and Delivering Customer Value
• Marketing Research and Engineering
• Insights into the Next-Economy Markets
• Strategic Marketing Management
• Spreadsheet Modeling

Enrollment (based on fall 2014 data):
109 students
39 male, 70 female
98 full-time, 11 part-time
7 dual-degree students

CAREERS

This degree prepares graduates for careers as marketing analysts, marketing specialists, or professionals in marketing services firms, corporate marketing departments, consulting firms, market research agencies, branding agencies, or communications services/ advertising agencies.

IIT Stuart School of Business offers a dedicated Career Management Center exclusively for business students, hosting weekly onsite recruiting events, resume reviews, mock interviews, and information sessions.

The graduate class of 2014 had a career placement rate of 77% overall.

Companies that have hired IIT Stuart M.S. MAC graduates include:
• Google
• Nielsen
• DraftFCB
• IBM
• Anthem Marketing Solutions
• PricewaterhouseCoopers (PWC)
• Samsung Engineering Corporation
DUAL-DEGREE OPTION

M.S. MARKETING ANALYTICS AND COMMUNICATION/M.B.A.

Both degrees are usually earned in three years of full-time study or five years of part-time study. Dual enrollment can reduce degree requirements by up to 12 M.B.A. credits and 6 M.S. credits.

SELECTED MARKETING ANALYTICS AND COMMUNICATION FACULTY MEMBERS

IIT Stuart faculty are world-class practitioner-scholars who possess outstanding academic credentials as well as relevant and extensive industry experience.

M. Krishna Erramilli (M.B.A., University of Poona, India; Ph.D., University of Arkansas), Associate Dean, Professor of Marketing, and Director of IIT Stuart Graduate Business Programs. Erramilli’s 30-plus years of professional experience spans North America, Africa, and Asia, including work in industry in India and Nigeria. 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.

Martin Bariff (M.A.S. and Ph.D., University of Illinois at Urbana-Champaign, Accountancy), Associate Professor of Information Systems and Assistant Director of the M.S. MAC program. His research interests focus on the impact of information technology on business strategy, organizational design, and human decision-making.

Arjun Chakravarti (M.B.A. and Ph.D., University of Chicago), Assistant Professor of Management and Marketing. His research employs tools from psychology, economics, and statistics primarily toward the study of marketing strategy and managerial decision making. He teaches Marketing Management.

Jennifer Cutler (Sc.B., Brown University, Ph.D., Duke University), Assistant Professor of Marketing. Her research focuses on marketing and management, incorporating elements from behavioral economics and computational social science. Prior to her doctoral studies at Duke University, she worked as a program manager at Microsoft, where she also conducted extensive executive and corporate training.

ADMISSION REQUIREMENTS

• Minimum cumulative undergraduate GPA of 3.0 on a 4.0 scale
• GMAT or GRE score within five years of testing date. Required scores for consideration: 298 GRE or 500 GMAT. The GRE or GMAT requirement may be waived on a case-by-case basis for highly qualified applicants based on work experience and prior academic performance.
• Official TOEFL or IELTS score, if required. A minimum score of 85 on the Internet-based TOEFL or 600 on the paper-based TOEFL, or 7.0 on the IELTS exam, is required for admission consideration.

Note: Meeting the minimum GPA and test score requirements does not guarantee admission. Test scores and GPA are just two of a variety of factors considered.

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Questions?
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