

Curriculum Planner Consumer Research, Analytics & Communication 126	Department of Psychology Illinois Institute of Technology
Major – Consumer Research, Analytics & Communication PSYC 100 or LCHS 100 or BUS 100 (3) PSYC 203 Statistics for Behavioral Sciences (4) PSYC 221 Introduction to Psychological Science (3) PSYC 204 Research Methods in Behavioral Science (4) PSYC 310 Social Psychology (3) PSYC 320 Correlation & Regression (3) PSYC 409 Psychological Testing (3) PSYC 426 Cognitive Science (3) Any three of COM 315 Discourse Analysis (3), COM 372 Mass Media & Society (3), COM 421 Technical Communication (3), COM 428 Verbal & Visual Communication (3) ITMD 361 Fundamentals of Web Development (3) ITMD 421 Data Modeling & Applications (3) ITMD 422 Advanced Database Management (3) ITMD 462 Web Site Application Development (3) Any two of SSCI 225 Introduction to Geographic Information Systems (3), SSCI 325 Intermediate Geographic Information Systems (3), SSCI 480 Introduction to Survey Methodology (3), or SSCI 486 Planning, Fundraising, and Program Evaluation (3) BUS 371 Strategies for Reaching New Markets (3) Any three of BUS 472 New Product Development (3), 473 Marketing Research (3), 475 Sales Management (3), 476 Consumer Behavior (3) PSYC 485 Capstone Project (3)	
Mathematics At least five credit hours in MATH 119 (3) or above	71 5-9
Computer Science Suggested - CS 110 (2) or CS 105 (2)	2
Natural Sciences General Education Guidelines; 2 different sciences, 2 from same discipline	11-13
Humanities 200-level	3
Human Science Module See core curriculum guidelines.	18
IPRO	6
Free Electives	4-10
Total Hrs 126	