New Program Proposal

Date Submitted: 02/06/23 11:46 am

Viewing: BS-MANL : Bachelor of Science in Marketing Analytics

Last edit: 02/06/23 11:46 am

Changes proposed by: rcalia

Program Status	Active			
Requestor	Name	Roland Calia		E-mail
rcalia@stuart.iit.edu				
Origination Date	2023-2-6			
Is this an interdisciplinary program?	No			
Academic Unit	Business Administration			
College	Stuart School of Business			

Program Title

Bachelor of Science in Marketing Analytics

Effective Academic Year	2023 - 2024 Fall 2023	Effective Term	
Academic Level	Undergraduate		
Program Type	Degree		

Degree Type

Bachelor of Science (BS)

CIP Code

Approval Path

1. 09/11/22 8:37 am M Krishna Erramilli (krish): Approved for SB Associate Dean
2. 09/12/22 4:18 pm Patty Johnson Winston (winston): Rollback to Initiator
3. 09/12/22 8:51 pm M Krishna Erramilli (krish): Approved for SB Associate Dean
4. 09/15/22 12:39 pm Patty Johnson Winston (winston): Rollback to Initiator
5. 09/15/22 4:26 pm M Krishna Erramilli

(krish): Approved for SB Associate Dean

6. 09/15/22 9:08 pm Patty Johnson Winston (winston): Rollback to Initiator

7. 09/16/22 10:28 am M Krishna Erramilli (krish): Approved for SB Associate Dean

8. 09/16/22 2:15 pm Patty Johnson Winston (winston): Approved for Academic Affairs

9. 09/19/22 1:24 pm Patty Johnson Winston (winston): Rollback to Initiator

10. 09/21/22 2:30 pm M Krishna Erramilli (krish): Approved for SB Associate Dean

11. 09/22/22 11:39 am Patty Johnson Winston (winston): Approved for Academic Affairs

12. 09/22/22 12:07 pm Joseph Gorzkowski (jgorzkow): Approved for Undergraduate Academic Affairs

13. 09/29/22 2:33 pm Carol Emmons (emmons): Approved for Director of Assessment

14. 09/29/22 2:34 pm Liad Wagman (lwagman):

Winston (winston): Approved for Academic Affairs

24. 01/19/23 12:03 pm Joseph Gorzkowski (jgorzkow): Approved for Undergraduate Academic Affairs

25. 01/19/23 3:12 pm Carol Emmons (emmons): Approved for Director of Assessment

26. 01/19/23 3:18 pm Liad Wagman (lwagman): Approved for SB Dean

27. 01/29/23 7:04 pm Patty Johnson Winston (winston): Rollback to Initiator

28. 01/30/23 8:30 am M Krishna Erramilli (krish): Approved for SB Associate Dean

29. 01/30/23 10:22 am Patty Johnson Winston (winston): Approved for Academic Affairs

30. 01/30/23 12:43 pm Joseph Gorzkowski (jgorzkow): Approved for Undergraduate Academic Affairs

31. 01/30/23 1:23 pm Carol Emmons (emmons): Approved for Director of Assessment

32. 01/30/23 1:25 pm Liad Wagman (lwagman): Approved for SB Dean
33. 02/03/23 2:33 pm Chelsea Kalberloh Jackson (jacksonc): Approved for Marketing and Communications
34. 02/06/23 11:31 am Patty Johnson Winston (winston): Rollback to Initiator
35. 02/06/23 12:00 pm M Krishna Erramilli (krish): Approved for SB Associate Dean
36. 02/06/23 3:24 pm Patty Johnson Winston (winston): Approved for Academic Affairs

52.1399 - Management Sciences and Quantitative Methods, Other.

Is there more than one Academic Unit proposer?

No

Program Code   BS-MANL

Program Attribute

Total Program   126
Credit Hours

Program Narrative and Justification

Narrative description of how the institution determined the need for the program. For example, describe what need this program will address and how the institution became aware of that need. If the program is replacing a current program(s), identify the current program(s) that is being replaced by the new program(s) and provide details describing the benefits of the new program(s). If the program will be offered in connection with, or in response to, an initative by a governmental entity, provide details of that initiative.

The demand for market research analysts and marketing specialists is fast rising. Chicago is a global center for marketing, advertising, logistics, and other data-intensive industries, and Illinois Tech provides connections for internships, networking, and job opportunities.

The B.S. In Marketing Analytics degree will provide 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.

Narrative description of how the program was designed to meet local market needs, or for an online program, regional or national market needs. For example, indicate if Bureau of Labor Statistics data or State labor data systems information was used, and/or if State, regional, or local workforce agencies were consulted. Include how the course content, program length, academic level, admission requirements, and prerequisites were decided; including information received from potential employers about course content; and information regarding the target students and employers.

The BS in Marketing Analytics degree was developed in consultation with industry experts, Stuart faculty and a review of market and occupational data trends.

Narrative description of any wage analysis the institution may have performed, including any consideration of Bureau of Labor Statistics wage data related to the new program.

Knowledge of marketing, including marketing research and analytics, is an excellent preparation for private sector employment, particularly in the market research, advertising, public relations, information services and computer systems services industries. The US Bureau of Labor Statistics reports a median occupational wage in 2021 of $63,920. In the same year, 727,540 marketing analysts were employed in a wide range of companies. The growth rate for this occupation is 22%. About 96,000 openings for market research analysts are projected each year, on average, over the next decade.

Narrative description of how the program was reviewed or approved by, or developed in conjunction with, one or more of the following: a) business advisory committees; b) program integrity boards; c) public or private oversight or regulatory agencies (not including the state licensing/authorization agency and accrediting agency); and d) businesses that would likely employ graduates of the program. For example, describe the steps taken to develop the program, identify when and with whom discussions were held, provide relevant details of any proposals or correspondence generated, and/or describe any process used to evaluate the program.

The BS in Marketing program was developed and approved by Stuart School of Business faculty.

What are the enrollment estimates?

Year 1   10   Year 2   15   Year 3   20

Attach Additional
Program
Justification
Document(s)

Academic Information

Advising

Since quality advising is a key component of good retention, graduation, and career placement, how will students be mentored? What student professional organizations will be formed? How will the department work with the Career Services office to develop industry connections?

Students will be advised by the Stuart Undergraduate Program Director.

Program Resources

Which program
resources are
necessary to offer
this program?
  Personnel
  Facilities

Describe the personnel requirements necessary to offer the program. Describe how and when resources will be made available to hire any additional personnel that are required.

No new resources are required

Describe the facilities requirements necessary to offer the program. Describe how and when resources will be made available to obtain any additional facilities that are required.

No new resources are required

Proposed Bulletin Entry

Admission Requirements

The B.S. In Marketing Analytics degree will provide 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.

Illinois Tech undergraduate admission requirements can be found at http://bulletin.iit.edu/undergraduate/undergraduate-admission/.

Course Requirements

Core Business Courses		(51)
BUS 100	Introduction to Business	3
BUS 102	Computing Tools Bus Analysis	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 Des	3
BUS 311	Strategic Cost Management	3
BUS 321	Optimization and Decision-Maki	3
BUS 341	Business Law	3
BUS 351	Financial Decision-Making	3
BUS 361	Entrepreneurship I	3
BUS 371	Marketing Fundamentals	3
BUS 382	Business Economics	3
BUS 480	Strategic Management and Desig	3
ECON 151	Microeconomics	3
ECON 152	Global Economics	3
Marketing Analytics Courses		(18)
BUS 471	Marketing Management	3
BUS 472	New Product Development	3
BUS 473	Marketing Research	3
BUS 475	Sales Management	3
BUS 476	Consumer Behavior	3
BUS 497	Independent Study in Business	3
Mathematics Requirement		(4)
MATH 148	Preparation for Calculus	4
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	Intro 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	126

Sample Curriculum/Program Requirements

Year 1

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 100	3	BUS 102	3
ECON 151	3	BUS 221	3
MATH 151	5	ECON 152	3
CS 105	2	Science Elective	4
Humanities Elective (200 Level Course)	3	Social Sciences Elective	3
	16		16

Year 2

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 211	3	BUS 212	3
BUS 301	3	BUS 341	3
Science Elective	4	BUS 351	3
Science Elective	3	BUS 371	3
Humanities or Social Sciences Elective	3	Humanities Elective (300+ Level Course)	3
	16		15

Year 3

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 311	3	BUS 305	3
BUS 321	3	BUS 382	3
BUS 361	3	BUS 472	3
BUS 471	3	IPRO Elective	3
Social Sciences Elective (300+ Level Course)	3	Humanities Elective (300+ Level Course)	3
	15		15

Year 4

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 473	3	BUS 475	3
BUS 476	3	BUS 480	3
IPRO Elective II	3	BUS 497	3
Free Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
Social Sciences Elective (300+ Level Course)	3		
	18		15

Total Credit Hours: 126

Specialization
Requirements

Program Outcomes and Assessment Process

What are the
learning goals for
this program?

Learning goal	Courses/student work used to assess achievement of this goal
SSB Common Goal 1 a: Oral Communications Skills Students will prepare and deliver oral presentations that are well-structured, technically competent and make good use of aids to support evidence-driven conclusions. SSB Common Goal 1 b: Written Communications Skills Students will prepare documents in text-based media that are clear, accurate, and appropriate for the intended audience	BUS 305: Operation and Supply Chain Design
SSB Common Goal 2: Critical Thinking Skills Students will analyze and critique presented arguments as well as develop well-reasoned arguments that are supported by arguments..	BUS 480: Strategic Management and Design Thinking
BSBA Analytical Skills - Graduates will possess the analytical skills to support business decision making	BUS 321: Optimization and Decision Making
BSMA Program Goal Market Research Analytics	BUS 473 Marketing Research

In what semesters
will the data be
collected to assess
this learning goal,
and by whom?

Each semester. The data will be analyzed by assigned faculty evaluators. Benchmarks are set
by faculty.

Provide the name
of the rubric that
will be used to
assess the extent to

which students are achieving this learning goal.
  See attachments below.

How often and by whom will the data be analyzed? What benchmarks or targets will be used to interpret your results?
  Each semester. The data will be analyzed by assigned faculty evaluators. Benchmarks are set by faculty.

Briefly describe the process that will be used to share the results with faculty and use these to motivate program improvement.

  The Program Director meets with faculty on a regular basis to evaluate results of evaluations and to develop improvement programs. Students have access to IIT Career Center as well as Stuart Career Management Center services.

Attach Additional Assessment Document(s)
  [BUS Analytical Skills.xlsx](#)
  [SSB Critical Thinking.xlsx](#)
  [SSB Communication.xlsx](#)
  [BS Marketing Analytics Program Goal FINAL.xlsx](#)

Undergraduate Program Requirements

Undergraduate Degree Requirements

Minimum credit hours   126

Specialization required?
  No

Minor required?
  No

Proposed General Curriculum

List Major Course Requirements		
Business Course Requirements		
BUS 100	Introduction to Business	3
BUS 102	Computing Tools Bus Analysis	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 Des	3
BUS 311	Strategic Cost Management	3
BUS 321	Optimization and Decision-Maki	3
BUS 341	Business Law	3
BUS 351	Financial Decision-Making	3
BUS 361	Entrepreneurship I	3
BUS 371	Marketing Fundamentals	3
BUS 382	Business Economics	3
BUS 471	Marketing Management	3
BUS 480	Strategic Management and Desig	3
ECON 151	Microeconomics	3
ECON 152	Global Economics	3
BUS 472	New Product Development	3
BUS 473	Marketing Research	3
BUS 475	Sales Management	3
BUS 476	Consumer Behavior	3
BUS 497	Independent Study in Business	3
SSCI 388	Method of Econ Impact Analysis	3
List Mathematics Requirements		
MATH 148	Preparation for Calculus	4
List Science Requirements		
See Illinois Tech Core Curriculum, section D		10
List Computer Science Requirements		
CS 105 or CS 110	Intro to Computer Programming Computing Principles	2
List Humanities and Social Sciences Requirements		
See Illinois Tech Core Curriculum, section B and C		21

List Interprofessional Project (IPRO) Requirements	
See Illinois Tech Core Curriculum, section E	6

List Technical Elective Course Options	
None	

List Free Elective Credit Hours (if applicable)	14

Semester-by-semester plan of study for the degree program

Year 1

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 100	3	BUS 102	3
ECON 151	3	BUS 221	3
CS 105	2	ECON 152	3
MATH 148	4	Science Elective	4
Humanities Elective (200 level course)	3	Social Science Elective	4
	15		17

Year 2

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 211	3	BUS 212	3
BUS 301	3	BUS 341	3
Science Elective	4	BUS 351	3
Science Elective	3	BUS 371	3
Humanities or Social Sciences Elective	3	Humanities Elective (300+)	3
	16		15

Year 3

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 311	3	BUS 305	3
BUS 321	3	BUS 382	3
BUS 361	3	BUS 472	3
BUS 471	3	IPRO Elective	3
Social Sciences Elective (300+)	3	Humanities Elective (300+)	3
	15		15

Year 4

Semester 1	Credit Hours	Semester 2	Credit Hours
BUS 473	3	BUS 480	3
IPRO Elective II	3	BUS 475	3
BUS 476	3	BUS 497	3
Free Elective	3	Free Elective	3
Free Elective	3	Free Elective	3
Social Sciences Elective (300+)	3		
	18		15

Total Credit Hours: 126

Reviewer Comments

Patty Johnson Winston (winston) (09/12/22 4:18 pm): Rollback: The total program credit hours is 126; however, the course requirements credit hours total 123. Please review and revise.

Patty Johnson Winston (winston) (09/13/22 2:50 pm): 09/13/2022, PJW: Revised program code from BUS to BS-MANL.

Patty Johnson Winston (winston) (09/15/22 12:39 pm): Rollback: Complete Program Proposal, including Plan of Study.

Patty Johnson Winston (winston) (09/15/22 9:08 pm): Rollback: Please correct Core Curriculum references.

Patty Johnson Winston (winston) (09/19/22 1:24 pm): Rollback: Rolling back program proposal, per request of Roland Calia.

Patty Johnson Winston (winston) (01/18/23 12:10 pm): Rollback: Rollback per request of the Roland Calia.

Patty Johnson Winston (winston) (01/29/23 7:04 pm): Rollback: Rollback per Roland Calia's request.

Patty Johnson Winston (winston) (02/06/23 11:31 am): Rollback: Rollback per Roland Calia's request.

Key: 571