

**New Graduate Program (Majors, Sequences, Certificates) Proposal  
Illinois State University - Graduate Curriculum Committee**

**Program Department** Marketing  
**Initiator** Horace Melton  
**Phone** 438-3845  
**Initiator Department** Marketing  
**Coauthor(s)** Chiharu Ishida-Lambert (cishida@ilstu.edu)  
**Title of New Program** Master of Science in Marketing Analytics

**Submission Date** Thursday, January 20, 2022  
**Email** hmelto@ilstu.edu  
**Campus Address** 5590 Marketing

**Version** 2 **ID** 168  
**Proposed Starting Catalog Year** 2023-2024

**Associated Course Proposal(s):**

New Graduate Course proposal MKT 411 titled *Marketing and Sales Forecasting*  
 New Graduate Course proposal MKT 414 titled *Advanced Technologies in Marketing Analytics*

**1. Proposed Action**

- ✓ New Major
- New Sequence
- New Certificate
- More than 50% of courses in this program are Distance Education

**Degree Type(s)**

Master of Science, Other

**2. Provide Graduate Catalog copy for new program.****Master of Science in Marketing Analytics****Degree Offered: M.S.**

The Master of Science in Marketing Analytics is designed to provide the students with both broad and deep technical skills in Marketing Analytics as marketing positions continue to evolve into a technical role within an organization. The Marketing Analytics Master's degree emphasizes the quantitative and analytical side of marketing managerial decision-making and provides breadth of coverage to include advanced data management and other business analytics foundations. The degree thoroughly trains students in use of business analytics to power data-driven, customer-centric decisions.

**Required Credit Hours: 36**

- 27 hours: MBA 416, BIS 471, MBA 430, MKT 445, MKT 440, MKT 411, MKT 498, MKT 499 (6 credit hours)
- 9 hours, chosen from: MKT 414, BIS 420, BIS 466, IT 452

**3. Provide a description for the proposed program.**

The 36-hour Marketing Analytics Master's degree is an expansion of the current 12-hour Business Analytics Graduate Certificate Program offered by the Department of Marketing. The master's degree program builds on existing MBA courses, and adds new topics. Required courses for the first year are MBA 416 Applied Tools for Business Decision Making, BIS 471 Advanced Business Analytics, MBA 430 Advanced Marketing Management, MKT 445 Advanced Marketing Analytics, MKT 440 Brand Management & Analytics, and the proposed new course MKT 411. Students would complete MKT 498 Internship in Analytics over the summer, and the following courses in their second year: MKT 499 Master's Thesis, and three electives from among MKT 414 Developments in Advanced marketing Analytics (proposed new course), BIS 420 Programming for Data Science, BIS 466 Advanced Business Data Management, IT 452 Data and Information Visualization.

---

**4. Provide a rationale of proposed program.**

There is strong demand for qualified candidates to fill a growing number of Marketing Analytics related positions throughout the U.S. According to the U.S. Bureau of Labor Statistics the expected growth rate of jobs from 2019 to 2029 for Market Research Analysts is 18%, which is substantially higher than the 4% growth rate expected for all occupations. As of 2019 there were 738,100 jobs in the U.S. in that category, and 130,300 jobs are expected to be added by 2029. <https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm#tab-1>

The Department of Labor has similar positive forecasts for growth in various jobs in data analytics from 2019 to 2029:

Operations Research Analysts (25% increase) <https://www.bls.gov/ooh/math/operations-research-analysts.htm#tab-2>

Management Analyst (11% increase) <https://www.bls.gov/ooh/business-and-financial/managementanalysts.htm#tab-2>

Further evidence of demand for data analytics professionals graduating from the Marketing Analytics Master's program can be found at this link. <https://www.indeed.com/g-Data-Analyst-Illinois-jobs.html> There are over a 1,000 data analyst jobs in Illinois listed on Indeed.com.

Marketing is continuing to evolve into a data-driven career, with fastest growing skills involving technology. <https://www.pearson.com/pathways/areas-work-study/marketing-communications/marketing-analystcareer.html>

---

**5. Describe the expected effects of the proposed program on existing campus programs (if applicable).**

The Master's program will operate in combination with the proposed undergraduate Accelerated Marketing Analytics Sequence also offered by the Department of Marketing. There are two tracks to the Master's program: (1) the external track where students enroll in the full two year graduate program, and (2) the internal track (4+1 accelerated program) in which students complete master's requirements in one year based in part on work done as an undergraduate. Students in the accelerated undergraduate sequence will take master's course in their senior year, and complete the remaining master's courses the following year. The accelerated sequence and master's (4+1 accelerated program) allow students to obtain a bachelors of marketing and masters of marketing analytics in 5 years.

The accelerated undergraduate sequence and Marketing Analytics Master's degree program will provide breadth and depth in marketing analytics skills training. Advanced Marketing Analytics graduates are then better able to compete in the analytics job market, which increasingly requires a master's degree.

---

6. **Describe the expected curricular changes required, including new courses. If proposals for new courses that will be or have been submitted, please reference those related proposals here:**

Proposed new master's level courses are MKT 411 Marketing and Sales Forecasting and MKT 414 Developments in Advanced Marketing Analytics. Proposals for those courses are submitted separately.

- 
7. **Anticipated funding needs and source of funds.**

The Financial Implication Form for the Master of Science in Marketing Analytics has been approved by the Department Curriculum Committee, Department Chair, Dean and Provost. See attachment. Future hiring needs have been addressed in the FIF. A PDF document has been uploaded in "View Support" containing the Plan of Study, Financial Implication Form, and approval letters for the BIS and IT elective courses. Contact Horace Melton at [hmelto@ilstu.edu](mailto:hmelto@ilstu.edu) for a copy if you are not able to access the PDF.

---

8. **No** Does this program count for teacher education?

---

9. **The following questions must be answered.**

**Yes** Have you confirmed that Milner Library has sufficient resources for the proposed program?

**Yes** Have letter(s) of concurrence from affected departments/schools been obtained?  
*A departments/school is affected if it has a program with significant overlap or if it teaches a required or elective course in the program.*



