

# BACHELOR OF SCIENCE IN CONSUMER RESEARCH, ANALYTICS, AND COMMUNICATION

## Consumer Research, Analytics, and Communication

Students in the consumer research, analytics, and communication program are trained as integrated social/behavioral scientists who can apply the theory, research, and tools of the social and behavioral sciences to practical problems of government policy and business strategy and can work with decision makers in both cultures. The multidisciplinary nature of this program ensures that students will understand how people take in and make sense of information in the world around them, how to measure people's attitudes, beliefs, and knowledge, and how to analyze and communicate the results of research to individuals from a variety of backgrounds (industry, government, academic) in a variety of different forms (electronically, in writing, and orally).

The intent of this highly structured curriculum is to ensure that students have a firm grounding in the areas of psychology, social science, and communication. Students can choose the elective courses to tailor the degree based on specific career interests. For example, a student interested in obtaining a job in market research might choose to take additional business courses whereas a student interested in a graduate degree in psychology might opt to take additional psychology or data management classes. Similarly, students interested in working with big data may take additional courses in computer science or related areas.

## Required Courses

Consumer Research, Analytics, and Communication Requirements			(64-65)
Select one of the following:			2-3
BUS 100	Introduction to Business	3	
PSYC 100	Introduction to the Profession	3	
LCHS 100	Introduction to the Professions	2	
PSYC 203	Undergraduate Statistics for the Behavioral Sciences		4
PSYC 204	Research Methods in Behavioral Science		4
PSYC 221	Introduction to Psychological Science		3
PSYC 310	Social Psychology		3
PSYC 320	Applied Correlation and Regression		3
PSYC 409	Psychological Testing		3
PSYC 426	Cognitive Science		3
Select a minimum of three courses from the following:			9
COM 315	Discourse Analysis	3	
COM 372	Mass Media and Society	3	
COM 421	Technical Communication	3	
COM 428	Verbal and Visual Communication	3	
ITMD 361	Fundamentals of Web Development		3
ITMD 421	Data Modeling and Applications		3
ITMD 422	Advanced Database Management		3
ITMD 462	Web Site Application Development		3
Select a minimum of two courses from the following:			6
SSCI 225	Introduction to Geographic Information Systems	3	
SSCI 325	Intermediate Geographic Information Systems	3	
SSCI 480	Introduction to Survey Methodology	3	
SSCI 486	Planning, Fundraising, and Program Evaluation	3	
BUS 371	Strategies for Reaching New Markets		3
Select a minimum of three courses from the following:			9
BUS 472	New Product Development	3	
BUS 473	Marketing Research	3	
BUS 475	Sales Management	3	
BUS 476	Consumer Behavior	3	
<b>Capstone Project</b>			<b>(3)</b>
PSYC 485	Senior Capstone Project I		3

<b>Mathematics Requirements</b>		(5-9)
At least 5 credit hours in MATH 119 or above		5-9
<b>Computer Science Requirement</b>		(2)
CS 105	Introduction to Computer Programming	2
or CS 110	Computing Principles	
<b>Natural Sciences Requirements</b>		(11-13)
See IIT Core Curriculum, section D		11-13
<b>Interprofessional Projects (IPRO)</b>		(6)
See IIT Core Curriculum, section E		6
<b>Humanities and Social Sciences Requirements</b>		(21)
See IIT Core Curriculum, sections B and C		21
<b>Free Electives</b>		(7-14)
Select 7-14 credit hours		7-14

**Minimum degree credits required: 126**

## B.S. in Consumer Research, Analytics, and Communication Curriculum

		Year 1	
Semester 1	Credit Hours	Semester 2	Credit Hours
Introduction to the Profession <sup>1</sup>	2-3	PSYC 221	3
Science Elective	3	Mathematics Elective <sup>2</sup>	3
Science Lab Elective	1	Science Elective	3
Mathematics Elective <sup>2</sup>	3	Humanities Elective (300+)	3
Humanities 200-level Course	3	Social Sciences Elective	3
Free Elective	3		
15-16			15
		Year 2	
Semester 1	Credit Hours	Semester 2	Credit Hours
PSYC 203	4	BUS 371	3
SSCI Elective <sup>3</sup>	3	CS 105 or 110	2
Science Elective	4	PSYC 204	4
Social Sciences Elective (300+)	3	Communication Elective <sup>4</sup>	3
Humanities or Social Sciences Elective	3	Social Sciences Elective (300+)	3
17			15
		Year 3	
Semester 1	Credit Hours	Semester 2	Credit Hours
ITMD 361	3	ITMD 421	3
PSYC 409	3	PSYC 320	3
Business Elective <sup>5</sup>	3	Business Elective <sup>5</sup>	3
SSCI Elective <sup>3</sup>	3	I PRO Elective II	3
I PRO Elective I	3	Free Elective	3
Humanities Elective (300+)	3		
18			15
		Year 4	
Semester 1	Credit Hours	Semester 2	Credit Hours
ITMD 422	3	ITMD 462	3
PSYC 426	3	PSYC 310	3
Business Elective <sup>5</sup>	3	PSYC 485	3
Communication Elective <sup>4</sup>	3	Communication Elective <sup>4</sup>	3
Free Elective	3	Free Elective	3
		Free Elective	3
15			18

Total Credit Hours: 128-129

Minimum degree credits required: 126

<sup>1</sup> Select from the following courses: PSYC 100, LCHS 100, or BUS 100.

<sup>2</sup> At least 5 credit hours in MATH 119 or above are required.

<sup>3</sup> Select from SSCI 225, SSCI 325, SSCI 480, or SSCI 486.

<sup>4</sup> Select from COM 315, COM 372, COM 421, or COM 428.

<sup>5</sup> Select from BUS 472, BUS 473, BUS 475, or BUS 476.