Have you ever wondered why you might instinctively buy Tide laundry detergent instead of Cheer? Or why people would root for the Bears if they have never been to Chicago? The decisions we make are based on a complex web of perceptions we have about ourselves and the world around us. Companies and organizations not only capitalize on these perceptions when marketing a product, they shape them by conducting market research to better understand their desired consumer base and determine their brand messaging.

While most market researchers have a basic business degree, the Consumer Research, Analytics, and Communication program at IIT will take your academic preparation to the next level. From a cognitive perspective, you’ll understand how people digest new information and make decisions. From an analytics perspective, you’ll know how best to measure those opinions, attitudes, and beliefs. And from a communications perspective, you’ll be able to tailor the message about your findings to numerous audiences.
Studying consumer research at IIT, which is most well-known for its technology-focused programs, offers you the unique opportunity to collaborate with your friends in engineering, architecture, computer science, business and life sciences. Our interdisciplinary approach culminates in the Interprofessional Projects Program (IPRO), which brings together student teams from across disciplines to solve a common problem. With technology playing an increasingly central role in our daily lives, having this hands-on collaborative experience gives our students a big advantage in the job market.

Not to mention, living in the heart of Chicago is an extraordinary education in and of itself!

AFTER IIT
The unique combination of abilities you gain at IIT will help you jumpstart a career that makes a practical difference in the world. Here are some of the fields our graduates enter:

- Market research
- Marketing and communications
- Consumer analytics
- Business administration
- Policy analysis
- Political communications

“Every product has a life beyond the product itself; what really matters is how that product is perceived by everyday people. With your education, you will add valuable insight to that conversation – showing engineers and scientists what they can’t understand about their work from a technical standpoint alone.”

Professor Ron Landis