Consumer Insights and Analytics B.B.A.

Bachelor of Business Administration
Marketing
Labovitz School of Business and Economics

Do you excel at seeing patterns where others only see random chaos? Does the prospect of analyzing data to reveal insights excite you? Would you like to study why and how consumers interact with the marketplace, products, and services? If so, the Consumer Insights and Analytics (CIA) major may be a great fit for you.

The CIA major develops students to transform consumer data related to buying behaviors into insights and actionable recommendations for organizations. Students learn to present their insights as solutions to business problems and have 24/7 access to a state-of-the-art analytics lab with sophisticated software tools and industry datasets.

Why UMD

- The former Marketing Analytics program, now CIA, boasts a 100% placement rate and some of the highest average starting salaries for LSBE graduates.

Acquired Skills

- Use industry software tools to manage, summarize, and analyze consumer and transaction data.
- Generate insights into consumer needs and identify sales trends and business opportunities. Confidently communicate recommendations to organizational stakeholders.

Career Possibilities

As decision-making becomes more data-driven, career opportunities for Consumer Insights and Analytics graduates exist in every industry sector. CIA graduates find exciting career opportunities in fields such as:

- Marketing & Market Research
- Inventory Planning
- Business & Social Media
- E-Commerce

Scholarships

Students with a major in LSBE are eligible to apply for more than 120 scholarships, with the total scholarship amount in excess of $200,000 annually.

Student Clubs

The Marketing Analytics club is committed to furthering students’ interests in marketing and analytics. The club mentors new individuals interested in the field of marketing analytics and teams up with local volunteer organizations within the community. It also plans social events for everyone to partake in.

Faculty Highlights

The CIA program at LSBE is managed by Steve Sharkey. As the director of the program, he teaches marketing analytics courses, coordinates the summer internship program, and assists students in networking activities. He works closely with the program's industry Advisory Committee to offer relevant, real-world learning experiences to students.
Sharkey was most recently an AVP of an Enterprise Center of Excellence for Ascena Retail Group, a $7 billion international women’s clothing conglomerate including Maurices, Justice, Ann Taylor, Loft, Lane Bryant, Catherines, and Dressbarn. He has also led local non-profit boards and consulted with several local small business start-ups to help build their marketing and business plans. Sharkey brings over 30 years of real-world experience working in retail, broadcast television, and national magazine publishing.

Requirements

Freshmen and transfer students are typically admitted as pre-business students for all BBA majors. Admission to candidacy status, which allows access to upper-division LSBE classes, typically occurs at the junior level when students have successfully completed all pre-major (pre-candidacy) course requirements and met all of the GPA standards.

Students apply for admission to the Consumer Insights and Analytics major during the spring semester of their sophomore year. Admission is based on an interview and academic record review.

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