

Market Research Analyst – Sociology BA

This material is for information purposes only as it does not constitute a guarantee of employment

Median Salary:

In May 2022, the median annual wage for market research analysts in the top industries in which they worked were as follows:

Management of companies and enterprises	\$82,740
Information	\$82,380
Finance and insurance	\$78,920
Wholesale trade	\$67,560
Management, scientific, and technical consulting services	\$64,900

Job Outlook: 13 percent growth from 2022 to 2032, faster than the average for all occupations.

Job Description: Market research analysts study consumer preferences, business conditions, and other factors to assess potential sales of a product or service. They help companies understand what products people want, who will buy them, and at what price.

Because most industries use market research, these analysts are employed throughout the economy.

Market research analysts work individually or as part of a team, collecting, analyzing, and presenting data. For example, some analysts work with [graphic designers](#) and [artists](#) to create charts, graphs, and infographics summarizing their research and findings.

Market research analysts typically do the following:

- Monitor and forecast marketing and sales trends
- Measure the effectiveness of marketing programs and strategies
- Devise and evaluate methods for collecting data, such as surveys, questionnaires, and opinion polls
- Gather data on consumers, competitors, and market conditions
- Analyze data using statistical software
- Convert data and findings into tables, graphs, and written reports
- Prepare reports and present results to clients and management

Market research analysts gather data and study other information to help a company promote its products or services. They gather data on consumer buying habits, demographics, needs, and preferences. They collect data and information using a variety of methods, such as focus groups, interviews, literature reviews, market analysis surveys, public opinion polls, and questionnaires.

Analysts help determine a company's position in the marketplace by researching their competitors and studying their marketing methods, prices, and sales. Using this information, analysts may determine potential

markets, product demand, and pricing. Their knowledge of the targeted consumer enables analysts to develop advertising brochures and commercials, product promotions, and sales plans.

Market research analysts evaluate data using statistical techniques and software. They must interpret what the data mean for their client, and they may forecast future trends. They often make charts, graphs, infographics, and other visual aids to present the results of their research.

Workers who design and conduct surveys that market research analysts use are [survey researchers](#).

Sources:

<https://www.bls.gov/emp/tables/occupational-projections-and-characteristics.htm>

<https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm#tab-1>

Suggested Degree Plan: This suggested plan is not a guarantee of employment

FIRST YEAR - FALL	14	FIRST YEAR - SPRING	15
English Composition (EC): ENG 125	3	English Composition (EC): ENG 126	3
Math/ Quantitative Reasoning (MQR)	3	Life & Physical Science (LPS)	3
Individual & Society (IS): SOC 101	3	Creative Expression (CE)	3
World Culture and Global Issues(WCGI)	3	Scientific World (SW):	3
Student Development: 110	2	College Option: HE 111	3

SECOND YEAR - FALL	15	SECOND YEAR - SPRING	15
College Option: Foreign Language†	3	College Option: Foreign Language†	3
Writing Intensive: Lower-level WI	3	US Experience in its Diversity (USED): SOC 235 or 289	3
SOC 220	3	Additional Flexible Core Course	3
SOC Elective (200-level):*	3	Writing Intensive (WI): SOC 201 WI	3
SOC Elective (200-level):*	3	SOC 321	3

THIRD YEAR - FALL	15	THIRD YEAR - SPRING	15
Writing Intensive (WI): SOC 312 WI	3	Minor Course or Free Elective	3
SOC Elective (300/400-level):*	3	Minor Course or Free Elective	3
SOC Elective (300/400-level):*	3	Minor Course or Free Elective	3
SOC Elective (300/400-level):*	3	Minor Course or Free Elective	3
College Option: Writing Requirement: WRIT 300-level	3	Minor Course or Free Elective	3

FOURTH YEAR - FALL	16	FOURTH YEAR - SPRING	15
Minor Course or Free Elective	3	Minor Course or Free Elective	3
Minor Course or Free Elective	3	Minor Course or Free Elective	3
Minor Course or Free Elective	3	Minor Course or Free Elective	3
Minor Course or Free Elective	3	Minor Course or Free Elective	3
Minor Course or Free Elective	4	Minor Course or Free Elective	3

The Sociology Program is only a 30 credit major, often leaving students with the opportunity to select minors or free electives

Sociology Electives (examples)*:

SOC 226	Survey Research I	*These are some, not all, of the
SOC 235	Race and Ethnicity	Sociology electives offered that
SOC 239	Sociology of Work	Students can select in accordance
SOC 252	Social Problems	With the major requirements
SOC 254	Criminology	
SOC 289	Urban Sociology	
SOC 313	Sociology of the Media	
SOC 333	Social Stratification	
SOC 334	Complex Organizations	
SOC 338	Gender and Sexuality	
SOC 351	Qualitative Research Methods	
SOC 354	Criminal Justice Administration	
SOC 364	Social Change	
SOC 365	Collective Behavior	
SOC 381	Population Problems	