

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

Market Research Analysts Specialists- Political Science (BA) International Relations, Diplomacy & Development Concentration

Median Salary 2022- \$68,230 per year

In May 2022, the median salary for a market research analysts specialists in the top industries in which they worked was:

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 from 2022 to 2032, much 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.

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
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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 questionnaire.s

SOURCE: U.S. Bureau of Labor Statistics

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

<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm#tab-1>

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

Course	Credit	Course	Credit
FIRST YEAR – FALL	15	FIRST YEAR - SPRING	15
Introduction to Political Science POL 101 (IS)	3	Individual & Society (IS): POL 167 (IS) or 168 (IS) or 269 (not IS)	3
US Experience in its Diversity (USED): POL 103	3	Research Methods POL 221 or POL 222 or POL 321 or POL 351	3
English Composition (EC): ENG 125	3	World Culture & Global Issues (WCGI): POL 202 or POL 241 (Required for major)	3
College Option: HE 111	3	English Composition (EC): ENG 126	3
Mathematical & Quantitative Reasoning (MQR)	3	Creative Expression (CE)	3

Course	Credit	Course	Credit
SECOND YEAR – FALL	15-16	SECOND YEAR - SPRING	15-16
Additional Flexible Core Course: POL 202 or POL 241 (WCGI)(req for major)	3	Area Studies: POL 250 OR 253 OR 256 OR 257 OR 258 OR 285	3
Concentration International Relations, Development and Diplomacy POL 210 OR POL 346	3	Topics: POL 219 OR POL 311/315	3-4
Writing intensive (WI) Minor Course, Political Science Course or Free Elective*	3	Life & Physical Science (LPS)	3
Scientific World (SW)	3	Writing intensive (WI) Minor Course, Political Science or Free Elective*	3
Minor Course, Political Science Course or Free Elective*	3	Minor Course, Political Science Course or Free Elective*	3

Course	Credit	Course	Credit
THIRD YEAR – FALL	15-16	THIRD YEAR – SPRING	16
Area Studies: POL 250 OR 253 OR 256 OR 257 OR 258 Or 285	3	POL 393 or 394: Internship	4
Elective in Political Science (any class 200-level or higher)	3	Writing intensive (WI) Minor Course, Political Science Course or Free Elective*	3

College Option: Foreign Language†	3	College Option: Foreign Language†	3
College Option: Writing Intensive (WI)	3	Minor Course, Political Science Course or Free Elective*	3
Minor Course, Political Science Course or Free Elective*	3	Minor Course, Political Science Course or Free Elective*	3

Course	Credit	Course	Credit
FOURTH YEAR – FALL	15	FOURTH YEAR – SPRING	
Capstone Seminar in Political Science POL 412 OR 425 OR 444 OR 453 OR 480	3	Elective: POL 490-493 (recommended independent study)	3
Minor Course, Political Science Course or Free Elective*	3	Minor Course, Political Science Course or Free Elective*	3
Minor Course, Political Science Course or Free Elective*	3	Minor Course, Political Science Course or Free Elective*	3
Minor Course, Political Science Course or Free Elective*	3	Minor Course, Political Science Course or Free Elective*	3
Minor Course, Political Science Course or Free Elective*	3	Minor Course, Political Science Course or Free Elective*	3

- York students are required to complete (pass) three (3) Writing intensive (WI) courses: two (2) in the lower division (100-200 level) and one (1) in the upper division (300-level).
- If you transferred to York College with credit for General Education requirements, you must still complete one (1) WI course in the upper division within your major. If your major has no upper division WI course, you must take a WI course chosen in consultation with your major advisor.
- B.A. students must complete 90 credits of liberal arts – See Bulletin.
- Students are strongly encouraged to select a Minor program of study, in consultation with an academic advisor, especially those planning to attend graduate school. Minor courses would replace the “free electives” in the Four-Year Plan.

†Foreign language courses are determined through placement by the Foreign Language Department, AC-3C08

Notes for Political Science Major Requirements

*Students interested in pursuing careers in law, civil service, public administration or international relations should meet with a major advisor to plan a tailored program with the aim of preparation for graduate/professional studies.