Market Research: GDip.

Our course-based, two semester Graduate Diploma in Market Research is designed for students who want to extend their knowledge of market research and advanced analytical tools beyond the level they obtained during their undergraduate degree. You will be trained by leaders who have developed progressive research and analytical methods in marketing and consumer behaviour.

uoguelph.ca/business/market-research

Program

The Market Research Graduate Diploma is a course-based program that can be completed in two semesters of full-time study.

The program develops students’ advanced analytical tools to provide solutions for strategy and policy issues, opening the door to a variety of job prospects or allowing entry into the thesis-based Marketing and Consumer Behaviour MSc program.

Admission Requirements

- A 4-year honours degree program (or equivalent)
- At least a B+ average in the final two years of their undergraduate program
- An academic background in consumer studies, the social sciences or humanities, or business programs such as marketing, finance, or real estate

Alternative Requirements

Applicants with considerable experience in a business or management role, who meet the minimum grade requirements but are lacking in the required academic areas, may be required to complete one or more recommended undergraduate courses in order to comply with program standards.

Application Deadline:
February 1, 2019

Entry: Fall

ARE YOU INTERESTED IN:
- Marketing theory
- Consumption behaviour theory
- Big data analysis
- Qualitative or quantitative research methodologies
- Marketing analysis

CAREER OPPORTUNITIES:
- Graduates of this program often pursue a career in a diverse range of industries related to marketing and consumer behaviour; or
- Graduates may also choose to continue on to the MSc in Marketing and Consumer Behaviour program.

CONTACT INFORMATION
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