Marketing & Consumer Studies: MSc

Our MSc in Marketing and Consumer Studies is for students who want to gain expertise in an area that has been, and always will be, critical to achieving success in any market - understanding consumers. You will be equipped with advanced theory-based research skills that will prepare you for a career in marketing research, brand management or academia.

uoguelph.ca/business/msc-marketing

Program

You can complete your degree within two years. In the first year, you will complete your course work in small, dynamic classes which allow for collaboration with faculty and your peers. Following your course work, and with the guidance of your advisory committee, you will conduct original research and develop a strong thesis to add to the marketing and consumer behaviour literature.

Areas of Research

- Consumer preferences & decision making
- Consumer well-being & public policy
- Marketing management & strategy
- Innovation adoption
- Advanced research methods
- Real estate & housing

Admission Requirements

Applicants must have a 4-year honours undergraduate degree (or equivalent) with a minimum B+ average in the final two years of study. Applicants should have a background in social sciences with a strong interest in research.

All applicants are required to submit a GRE or GMAT test score with their application.

Application Deadline:
February 1, 2019

Entry: Fall

Funding

As a Marketing and Consumer Studies graduate student, you will receive funding in support of your studies from one or more of the following sources:
- Graduate Teaching Assistantship
- Graduate Research Assistantship
- Scholarships (internal or external)

ARE YOU INTERESTED IN:
- Consumer preferences
- Marketing management
- Innovation adoption
- Real estate & housing

CAREER OPPORTUNITIES:
- Continuing on to PhD studies
- Marketing research
- Brand & marketing management
- Advertising & communication
- New product/service design
- Quality management & control
- Applied economics & macro marketing

CONTACT INFORMATION

Graduate Coordinator, MSc:
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Graduate Program Assistant:
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"Pursuing graduate studies at U of G gives you an opportunity to put the knowledge you learned in the classroom into a real life situation."
- Tracy Bento (MSc MCS student)
Management: **PhD**

Our PhD in Management is a full-time research-based program that explores complex challenges in modern business management and scholarship, while developing research with impact in three specialized academic fields. Students in this challenging yet rewarding program conduct innovative research and graduate as highly successful researchers and lecturers.

[www.uoguelph.ca/business/phd-management](http://www.uoguelph.ca/business/phd-management)

**Program**

Specialize in one of three fields: Organizational Leadership, Services Management, or Marketing and Consumer Behaviour while engaging in coursework that produces graduates with both a breadth of knowledge of management theory and a depth of knowledge in their chosen field.

After completing coursework and a qualifying exam, the remainder of the program is devoted to the completion and defense of a doctoral dissertation.

**Admission Requirements**

Applicants need to have a Master’s degree from a recognized university with an overall average of at least a B+.

All applicants should submit a GMAT score of 600 or higher, or a GRE score in the 60th percentile or higher with their application.

**Application Deadline:**
February 1, 2019

**Entry:** Fall

**Research Areas**

- Consumer decision making
- Innovation adoption
- Sustainable tourism management
- Food and beverage industry
- Social identity and organizational change
- Leadership and psychological capital
- Sport management

**Recent Dissertations**

- Management control systems
- Tourist engagement
- Food supply chain operations
- Leadership mobilization
- Consumer perception

**ARE YOU INTERESTED IN:**

- Marketing strategy
- Consumer behaviour
- Tourism marketing
- Hospitality operations
- Sport management
- Organizational behaviour and leadership

**CAREER OPPORTUNITIES:**

Academic teaching and research in:

- Management
- Organizational leadership
- Hospitality and tourism
- Marketing
- Consumer behaviour

**CONTACT INFORMATION**

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"The University of Guelph is full of passionate and interesting people and your attempts to connect with them can create opportunities you wouldn’t expect."
- Mychal-Ann Hayhoe, PhD Management Candidate