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 coursework in small, intimate classes which allow for collaboration with faculty and your peers. Following your coursework, you will be given guidance from an advisory committee to complete your research and develop a strong thesis by conducting original research.

Research Fields

- Consumer Behaviour
- Marketing

Admission Requirements

Applicants must have a 4-year 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.

A GRE or GMAT report is required.

Application Deadline:
February 1, 2018
Entry: Fall

Faculty Expertise

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

One-Year Thesis

Students in program often direct their thesis research towards marketing within private, public, and non-profit sector organizations. This particular focus is especially appropriate for students with undergraduate preparation in business administration, commerce, economics, or marketing who have career interests in research and analysis in marketing management.

Funding

As a graduate student, you will receive a funding package made up of a number of components. The options may include:

- Graduate Teaching Assistantship
- Graduate Research Assistantship
- Graduate Service Assistant
- 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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Management: PhD

Explore complex challenges in modern business management and scholarship, while developing relevant research within a specialized academic field. Students in this challenging yet rewarding program conduct innovative and impactful research of publishable quality. You will hone your research by attending and presenting at top academic conferences while developing into a highly successful researcher, teacher and mentor.

www.uoguelph.ca/business/phd-management

Program

Choose one of three academic fields - marketing and consumer behavior, services management and organizational leadership. This program consists of 6 semesters of coursework within the first two years (5 core and 6 field courses). The remainder of the program is devoted to the completion and defense of a full doctoral dissertation.

Research Fields

- Marketing and consumer behaviour
- Organizational leadership
- Services management

Admission Requirements

A recognized Master’s degree in a management field with an average standing of at least “B+”.

Application Deadline:
February 1, 2018

Entry: Fall

Recent Dissertations

- Food supply chain operations
- Tourism planning
- Sport marketing
- Innovation adoption
- Accountability
- Organizational leadership

Faculty Expertise

- Consumer decision making
- Innovation adoption
- Sustainable tourism management
- Food consumption and waste
- Social identity and organizational change
- Leadership and psychological capital

ARE YOU INTERESTED IN:

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

CAREER OPPORTUNITIES:

- Marketing
- Hospitality and tourism
- Organizational leadership

CONTACT INFORMATION

Graduate Program Assistant:
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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