Our MSc in Marketing and Consumer Studies is for people who want to gain expertise in an area that has been, and always will be, critical to achieving success in any market - understanding consumers. We are leaders in developing students with theory based advanced research skills to move into academia or the business world.

Students can complete their degree within two years. In the first year, students complete their coursework in small, intimate classes that allow for collaboration with faculty and fellow peers. Following their coursework, students are given guidance from an advisory committee to complete their research and develop a strong thesis by conducting original research.

Admission Requirements
- Undergraduate degree (4 year program or equivalent)
- Minimum B+ average in final two years of program
- Background in social sciences – Business, Sociology, Psychology, Economics
- GRE or GMAT report
- Strong interest in research
- English proficiency test for applicants whose first language is not English

The application deadline is February 1

Where are our MSc Graduates?
- Graduates have an impressive track record of advancing their studies at top-tiered PhD programs in management
- Graduates also pursue professional careers in areas such as:
  - Marketing Research
  - Brand Management
  - Marketing Management
  - Advertising and Communication
  - New Product/Service Design
  - Quality Management and Control
  - Applied Economics and Macro Marketing

Core Courses
- Consumption Behaviour
- Marketing Management
- Research Methods in Marketing and Consumer Studies
- Multivariate Research Methods
- Qualitative Research Methods
- Marketing and Consumer Studies Seminar

Active Research Areas
- Consumer preferences and Decision Making
- Consumer Well-Being and Public Policy
- Marketing Management and Strategy
- Innovation Adoption
- Advanced Research Methods
- Real Estate and Housing

"The theoretical approach to consumer-oriented marketing attracted me to Guelph, and I appreciated the interdisciplinary focus of the program. I am encouraged to work with colleagues with strong backgrounds in psychology, economics, statistics, and business administration. In turn I’m a well-rounded researcher."

Warren Pinto
MSc Alumnus

www.uoguelph.ca/mcs