

Transcript of “Graduate programs: MSc Marketing and Consumer Studies”

Video title: Graduate Programs: MSc Marketing and Consumer Studies

Date recorded: Fall 2016

Running time: 3 minutes 41 seconds

Summary

This video’s focus is the Master of Science in Marketing and Consumer Studies program at the University of Guelph. It features associate professor Tanya Mark and student Annette Umoru who both discuss different aspects of the program and opportunities for its students and graduates.

Transcript

00:00 – 00:02

[The video opens with title slide featuring College of Business and Economics logo and program name MA Economics + Finance.]

00:02 - 00:27

[Cut to medium shot of Tanya Mark. Camera angles alternate as she speaks.]

Tanya Mark: The MSC in Marketing and Consumer Studies is a research based program, geared towards students that are very much interested in pursuing a PhD in marketing and consumer studies, or pursuing a career path in marketing research for companies like Ipsos or Nielsen, or working for companies like Kraft, Procter & Gamble, where they can work within an insights team where they're the ones responsible for conducting research.

00:28 - 00:39

[Cut to brief footage of the outside of Macdonald Hall, followed by footage of Annette Umoru speaking about the program. Camera angles alternate as she speaks.]

Annette Umoru: I finished my undergrad, and it was in psychology, so I wanted to go into marketing and marketing research because I feel like that it's more practical for me and I have a lot of options.

00:40 - 01:07

[Cut to brief footage of the outside of Macdonald Institute, followed by Tanya Mark.]

Tanya: The students that join our program have the opportunity to choose the topic within marketing and consumer behaviour that they want to investigate. Over the last few years I've seen students defend their thesis on areas, or topics, like digital marketing, social marketing, how to help consumers

make healthier choices, corporate social responsibility, but also areas within marketing strategy that help marketing managers make better decisions. [Cut to footage of University of Guelph sign.]

01:08 - 01:36

[Cut to Annette.]

Annette: I chose Guelph because the program, Marketing and Consumer Studies, is reputed to be one of the best in Canada. I wanted the advantage of being a part of a highly esteemed program.

[Cut to footage of "The use of models in marketing" being typed into a search engine on a computer, followed by footage of Annette talking about her research.]

Annette: It's been consistently reported that the use of highly attractive or photoshopped models in advertising has a negative impact on consumer self-esteem. So the goal of my research is to understand when and where normally attractive models can be just as effective, or even more effective, than highly attractive models.

01:36 - 02:26

[Cut to Tanya.]

Tanya: The second year is an opportunity for the students to conduct their own research. This is part of the program where they must determine what they want to study or investigate. They are required for reviewing the literature, for determining what's interesting and what's relevant for marketing managers, what's relevant for consumers to better understand how to make better choices. It's really up to them to decide what they want to study and how they want to investigate that and then to conduct the research. So, once they've identified a problem, a relevant, important problem, then they get to design a study to test their theory and then they have to defend it and so that second year is really an opportunity for them to learn how to conduct research on their own, with, of course, support and guidance from their advisors and their thesis committee.

02:26 - 03:05

[Cut to Annette.]

Annette: My academic experience has been fantastic. Everyone's so helpful. The faculty, my advisors, they're very friendly, in addition to being extremely knowledgeable, and it's just nice to know that that people are rooting for you, that everyone wants you to succeed. Alumni of this program have gotten jobs in brand management, advertising, consulting, and consumer insights. I would really like to do work that is beneficial to both companies and the society at large, because there's so many forms of maladaptive advertising, and I feel like I would really enjoy trying to fix these problems without reducing the effectiveness of marketing. [Cut to footage of Johnston Hall exterior.]

03:06 - 03:36

[Cut to Tanya.]

Tanya: I love engaging with students that really take the time to read the material before coming to class, and then seeing where the classroom discussion evolves to and they tend to always, always, surprise me. Every single class, a student will just ask a question that will just throw us into a tangent, and so that conversation just evolves naturally and it is really interesting. Where else do you have an opportunity to just think broadly about topics in marketing and consumer studies?

03:36 - 03:41

[Cut to College of Business and Economics logo. Fade to black.]