



Department of Marketing and Consumer Studies
MCS*6950/MGMT*6950
Graduate Seminar
Fall 2017

Co-ordinator: Towhidul Islam
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Seminar Time: Wednesdays 2:30 – 5:20 pm
Meet and Greet with Speakers: 2:30 – 3:20 pm Room MINS 207
Presentation and Q & A: 3:30 – 5:20 pm
Room: MACS 121/MACS 129

These seminars are designed to expose you to breadth of high-quality academic research. We will explore different paradigms, methodologies with multidisciplinary focus. We take the time, effort, and money to invite quality speakers. Seeing ideas develop, seeing that different faculty members can have different or opposing perspectives of the same question, and seeing how the presenter responds should add perspective to your own work. With practice, you can learn to identify an idea quickly and to respond knowledgeably. Thus, these presentations are as much a part of your education as any other class.

You are encouraged to participate in the seminars and ask questions before, during or after. The process of discussion and thoughtful consideration is almost as important as the final conclusion. And, regardless of whether you think that a particular topic is relevant to you today, it may surprise you how often some part of it will be relevant to you at some point in time in future.

In January, first year M.Sc. students are expected to give a short presentation on what they plan to work on for their thesis. Student should prepare three-slide presentation: a first slide which motivates the issue, a second slide proposes a theoretical perspective to be used plus some relevant literature and possible research questions, and the third slide on research methodology. The subsequent audience discussion should help presenter to refine their research and facilitate advisory committee formation. We will allocate one week for M.Sc. proposal presentations (2-3 presentations in that week) to maximize feedback from audience. Doctoral students are also encouraged to share their developed work in this seminar.

Grading Scheme:

This course is graded based on submitting feedback form for each seminar (available online). Bring the form during each seminar.

All graduate students are expected to attend all seminars.

In order to pass the course, 70% attendance is required until M.Sc. students. Similarly, Ph.D.

students in MCS are expected to attend 70% of the seminars until passing comprehensive exam. After that they are permitted to attend 50% of the seminars due to their data collection and other academic needs.

The requirements Ph.D. students from other departments are same i.e. 70% attendance until proposal presentations but they are allowed to attend their own departmental seminars (if any) but that information needs to be communicated to me by respective seminar coordinators. The requirement to attend after proposal presentation will be guided by respective programs. That said, I strongly encourage all CBE students to attend our seminar. Even if the content is not relevant, the methodology and approach may be exactly what you are looking for. Furthermore, speakers have been encouraged to present research with multidisciplinary and broader appeal.