



MCS\*6950 Marketing and Consumer Studies Seminar  
Fall 2020  
0.5 Credits

### General Course Information

<b>Instructor:</b>	Dr. Yuanfang Lin
<i>Email</i>	yuanfang@uoguelph.ca
<i>Office Location</i>	MINS213C
<i>Office Hours</i>	By Email
<i>Department/School</i>	Marketing and Consumer Studies
<b>Class Schedule:</b>	ZOOM research seminar on Wednesday 2:30pm –5:20pm <i>(Depending on the time zones of external speakers, the exact starting time of each week's seminar will be announced one week prior)</i>
<b>Pre-requisites:</b>	N.A.
<b>Restrictions:</b>	Restricted to Marketing and Consumer Studies Graduate Students

### Course Description

These seminars are designed to expose graduate students to the breadth of high-quality academic research. A speaker (internal or external) from industry or academic institution is invited to present a workshop to graduate students from business practice perspective, or from academic research perspective with multidisciplinary focus. Graduate students will also have opportunity of meeting with seminar speakers before or after presentation for professional networking. Through the participation in the weekly seminar, graduate students will listen to the development of research ideas, observe how faculty members could approach the similar research question from different or even opposing perspectives, and interact with seminar speakers for advices and inspirations that will help developing own research projects and professional plans.

### Course Learning Outcomes

**Upon successfully completing this course, you will:**

#### Knowledge and Understanding:

- 1) Understand that different researchers can approach the same question from different or even opposing perspectives.
- 2) Understand the development of research ideas into presentable research projects and publishable research manuscripts.

## Discipline/Professional and Transferable Skills:

- 3) Apply insights taken from seminar and discussion with speakers to the development of own research ideas and professional plans.

## Attitudes and Values

- 4) Observe academic presentation and question answering performed by established scholars or industry leaders.

## Summary of Course Content and Materials

*(Course schedule subject to minor revision by the instructor if necessary)*

Class	Date	Speaker	Affiliations
1	Sep 16	Dr. Sarah Moore	University of Alberta
2	Sep 23	Shirish Panchal	Wilfrid Laurier University
3	Sep 30	Marketing PhD Candidate #1	University of Guelph
4	Oct 7	TBD	
5	Oct 14	Marketing PhD Candidate #2	University of Guelph
6	Oct 21	Rishad Habib	University of British Columbia
7	Oct 28	Dr. Lan Luo	University of Southern California
8	Nov 4	Dr. Min Ding	Pen State University
9	Nov 11	TBD	
10	Nov 18	TBD	
11	Nov 25	TBD	
12	Dec 2	TBD	

## Course Assessment

			Associated Learning Outcomes	Due Date/ location
<b>Assessment 1:</b>	100%	Weekly Seminar Written Feedback	LO 1 - 4	<i>Week 1- 12</i>
<b>Total</b>	<b>100%</b>			

## Teaching and Learning Practices

### Seminar Speakers

Every week a speaker (internal or external) is invited to present a one-hour ZOOM workshop of academic research with multidisciplinary focus or from the perspective of industry practice.

## **Seminar Feedback**

After each seminar talk, each graduate student is required to submit a brief written report summarizing theoretic focus, research methodology and the primary contribution of the speaker's presentation. The last part of the feedback report will also contain the student's idea on further improving the research topic.

## Course Resources

**Required Text:** Abstract and Manuscript provided by seminar speaker before workshop.

**Recommended Text:** N.A.

**Other Resources:** N.A.

## Course Policies

**Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.**

### **Illness**

The University will not require verification of illness (doctor's notes) for the Fall 2020 or Winter 2021 semesters.

### **Grading Policies**

- For Doctoral students from the Department of Marketing and Consumer Studies and MSc students, attending at least 10 (out of the 12) weekly ZOOM seminars and submitting feedbacks are required to pass this course before you take comprehensive exam. After passing comprehensive exam, the attendance requirement for doctoral students is at least 75% of the seminars (i.e. 9 out of 12) with the consent of supervisor and seminar coordinator.
- For Doctoral students from other departments of Lang School, the requirement to pass this graduate course is the same as the above. But they are allowed to attend their own departmental seminars (when applicable) as substitute for seminars given in this course on corresponding weeks. Such attendance information must to be communicated to the coordinator of MCS\*6950 in a timely manner.

## University Policies

### **Academic Consideration**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

[https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec\\_d0e2502.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec_d0e2502.shtml)

## **Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Graduate Calendar:

[https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec\\_d0e2952.shtml](https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/genreg/sec_d0e2952.shtml)

## **Accessibility**

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email [sas@uoguelph.ca](mailto:sas@uoguelph.ca) or see the website: <https://wellness.uoguelph.ca/accessibility/>

## **Course Evaluation Information**

Please refer to the [Course and Instructor Evaluation Website](#)

## **Recording of Materials**

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

## **Drop date**

The last date to drop one-semester courses, without academic penalty, is December 4, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/2018-2019/sched/sched-dates-f10.shtml>

<b>Date Submitted to Chair:</b>	August 10, 2020
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	