



MCS*6950 Marketing and Consumer Studies Seminar
Winter 2020
0.5 Credits

General Course Information

Instructor: Yuanfang Lin
Email yuanfang@uoguelph.ca
Office Location MINS213C
Office Hours Wednesday 2:30pm – 3:30pm
Department/School Marketing and Consumer Studies

Class Schedule: Wednesday 2:30pm – 3:20pm Meet Speakers; 3:30pm – 5:20pm Seminar

Pre-requisites: N.A.

Restrictions: N.A.

Course Description

These seminars are designed to expose graduate students to 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 participating the weekly seminar, graduate students will listen to the development of research ideas, observe how faculty members could approach the same research question from different or even opposing perspectives, and interact with seminar speakers for advices and inspirations that will help developing own research projects.

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.

Attitudes and Values

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

Summary of Course Content and Materials

Class	Date	Speaker	Affiliations
1	Wednesday, January 8	Dr. Jamie Hyodo	University of Nebraska-Lincoln
2	Wednesday, January 15	Internal Speakers	University of Guelph
3	Wednesday, January 22	Dr. Mark Cleveland	Ivey, UWO
4	Wednesday, January 29	Internal Speakers	University of Guelph
5	Wednesday, February 5	Dr. Matthew Osborne	Rotman, UT
6	Wednesday, February 12	Dr. Hae Joo Lim	Wilfrid Laurier University
7	Wednesday, February 29	Adriana Cordeiro	Marketing Strategy and Understanding (MSU)
8	Wednesday, March 4	Internal Speakers	University of Guelph
9	Wednesday, March 11	Internal Speakers	University of Guelph
10	Wednesday, March 18	Dr. Ceren Kolsarici	Queens University
11	Friday, March 27	Dr. Demetrios Vakratsas	McGill University
12	Wednesday, April 8	Dr. Min Ding	Penn State University

Course Assessment

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

Teaching and Learning Practices

Seminar Speakers Every week a speaker (internal or external) is invited to present research from the perspective of industry practice and/or academic research with multidisciplinary focus.

Seminar Feedback After each seminar talk, each graduate student is required to submit a brief 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 of each week.

Recommended Text: N.A.

Other Resources: N.A.

Course Policies

Grading Policies

- Master students are expected to attend all seminars.
- For Doctoral students from the Department of Marketing and Consumer Studies, attending at least 10 (out of the 12) weekly seminars and submitting feedbacks are required to pass this course before you take comprehensive exam. After passing comprehensive exam, the attendance requirement 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, 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

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

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 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 April 3, 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>

Date Submitted to Chair:	Dec 9, 2019
Chair Signature (Approval):	
Date Approved by Chair:	