

MCS*6950 Marketing and Consumer Studies Seminar

Fall 2019
0.5 Credits

General Course Information

Coordinator	Dr. Yuanfang Lin
Email	yuanfang@uoguelph.ca
Office Location	MINS 213C
Department/School	Marketing and Consumer Studies
Class Schedule	Most seminars will be held weekly on Wednesday. Some seminars by external speakers are scheduled on Friday with separate time announcement. (Wednesday seminar Schedule) 2:30pm – 3:20pm Meet and greet speakers; 3:30pm – 5:20pm Presentation, Q&A
Room:	MACS 129
Pre-requisites	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

The learning outcomes for this course include:

- See the development of research idea into presentable research projects.
- Understand that different researchers can approach the same question from different or even opposing perspectives.
- Observe academic presentation and question answering performed by established scholars or industry leaders.
- Apply insights taken from seminar and discussion with speakers to the development of own research ideas.

Course Resources

Electronic copies of the research manuscripts to be presented by seminar speakers will be distributed before weekly seminar.

Course Assessment

This course is graded based on seminar participation and the submission of feedback form via Courselink after each seminar.

Master students are expected to attend all seminars. For **Ph.D. 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 due to their own research schedules (e.g. data collection, thesis writing, etc.) However, Ph.D. students are strongly encouraged to continue attending all seminars even after comprehensive exam because professional networking is another important learning outcome of this graduate course.

For **Ph.D. 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 (if any) as substitute for seminars given in this course on corresponding weeks. Such attendance information must be communicated to the coordinator of MCS*6950 in a timely manner.

All graduate students from Gordon S. Lang School of Business and Economics are encouraged to attend MCS 6950 weekly seminar. Even if the content is not closely relevant, the research methodology could be informative and insightful. Furthermore, speakers have been encouraged to present research with multidisciplinary to cater to broader appeal.

Course Philosophy and Approach

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.

Tentative Course Schedule

Class	Date	Speaker	
1	Friday, September 13 th	Joe Thacker (Fusion Analytics)	<i>Seminar Time: 10am – 11:20am</i>
2	Wednesday, September 18 th	Dr. Sunghwan Yi, Dr. Rogier Holtermans (MCS), Amber Allen (Library)	
3	Wednesday, September 25 th	Dr. Ruhai Wu (McMaster University)	
4	Wednesday, October 2 nd	Dr. Nicole Robitaille (Queens University)	
5	Wednesday, October 9 th	Ted McKennie (The Davies Group)	
6	Wednesday, October 16 th	Dr. Paul Anglin, Dr. May Aung (MCS)	
7	Wednesday, October 23 rd	Dr. Nathan Yang (McGill University)	
8	Wednesday, October 30 th	Dr. Neil Bendle (University of Western Ontario)	
9	Friday, November 8 th	Dr. David Soberman (University of Toronto)	<i>Seminar Time: 10:30am - noon</i>
10	Friday, November 15 th	Dr. Grant Packard (York University)	<i>Seminar Time: 10:30am - noon</i>
11	Wednesday, November 20 th	Dr. Kyle Murray (University of Alberta)	
12	Wednesday, November 27 th	Dr. Timorthy Dewhirst, Dr. Jing Wan (MCS)	

*Note: The schedule of learning activities may require modification from time to time. Any changes will be announced in class and/or on the CourseLink. **Seminar topics are to be announced one week in advance.***

Course Policies

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and directs 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. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

Academic Consideration

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar (http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

Religious Holidays

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

University Grading Scheme

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	

F	0-49	Fail: An inadequate performance.
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Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through groundbreaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).