

2006-2007 Graduate Calendar

The information published in this Graduate Calendar outlines the rules, regulations, curricula, programs and fees for the 2006-2007 academic years, including the Summer Semester 2006, the Fall Semester 2006, the Winter Semester 2007 and the Summer 2007.

For your convenience the Graduate Calendar is available in PDF format.

If you wish to link to the Graduate Calendar please refer to the [Linking Guidelines](#).

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- The Association of Universities and Colleges of Canada

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Disclaimer

The Office of Graduate Program Services has attempted to ensure the accuracy of this on-line Graduate Calendar. However, the publication of information in this document does not bind the university to the provision of courses, programs, schedules of studies, fees, or facilities as listed herein.

Limitations

The University of Guelph reserves the right to change without notice any information contained in this calendar, including any rule or regulation pertaining to the standards for admission to, the requirements for the continuation of study in, and the requirements for the granting of degrees or diplomas in any or all of its programs.

The university will not be liable for any interruption in, or cancellation of, any academic activities as set forth in this calendar and related information where such interruption is caused by fire, strike, lock-out, inability to procure materials or trades, restrictive laws or governmental regulations, actions taken by the faculty, staff or students of the university or by others, civil unrest or disobedience, or any other cause of any kind beyond the reasonable control of the university.

The University of Guelph reaffirms section 1 of the Ontario Human Rights Code, 1981, which prohibits discrimination on the grounds of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, handicap, age, marital status or family status.

The university encourages applications from women, aboriginal peoples, visible minorities, persons with disabilities, and members of other under-represented groups.

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Consumer Studies

Faculty and graduate students in the Department of Marketing and Consumer Studies share a focus on the multi-disciplinary examination of consumer behaviour and marketplace phenomena. Central to the department's research and graduate teaching program is the application of consumer behaviour and marketplace knowledge to marketing, housing and real estate management, quality management, and policy issues of concern to a wide variety of private and public sector organizations. The department's graduate program leads to the master of science degree in consumer studies.

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MSc Program

The MSc program draws on a variety of disciplines for theory, concepts, and research methods. Students are required to successfully complete four departmental core courses, one in consumption behaviour theory and three graduate courses in measurement and analysis. Two elective courses are selected by the student in conjunction with the graduate coordinator and/or his/her advisory committee and are normally chosen to provide theoretical, conceptual, and/or methodological background for the thesis. Each student is also required to attend the department's graduate seminar for the duration of his or her program.

A significant number of graduate students in consumer studies direct their course work and thesis research toward applications related to marketing within private and public sector organizations. This particular focus is especially appropriate for students with undergraduate preparation in business administration, commerce, economics, or marketing who have career interests in research and analysis in marketing management. The program also provides excellent training toward the pursuit of a PhD in the marketing or consumer behaviour.

Students with a marketing orientation to their research complete theses in one of the following areas: consumer behaviour, advertising, pricing, services, or the management of marketing, frequently with respect to a specific industry (e.g., food, textiles & clothing, housing & real estate development, various services).

Departmental Core Courses

The departmental core is required of all graduate students in the Department of Marketing and Consumer Studies. It contains a minimum of 6 half credits (3.0 full credits) in total, and enrolment in the consumer studies seminar (COST*6950) for each semester of full-time graduate study. The program consists of:

Fall Semester:

COST*6000	Consumption Behaviour Theory
COST*6050	Research in Consumer Studies
1 elective: If have not taken COST*3100 (Economic Behaviour of Households) or equivalent, take	
COST*6370	Consumer Economics OR an alternative elective*
COST*6950**	Department Seminar

Winter Semester:

COST*6080	Qualitative Methods
COST*6060	Multivariate Methods
(Or 2 suitable methods courses)	
1 elective*	
COST*6950**	Department Seminar

Note

*Chosen by the graduate student with the approval of the graduate coordinator and his/her advisory committee

Note

**Taken during each semester of full-time graduate study

Admission Requirements

Admission information and application forms should be requested directly from the graduate secretary in the Department of Marketing and Consumer Studies. Offers of admission are granted on a competitive basis and, in part, on the ability of graduate faculty to supervise the student's intended research. Potential applicants are urged to visit the department to discuss their research objectives with graduate faculty prior to applying. Visits should be arranged directly with members of graduate faculty (see Department of Marketing and Consumer Studies web site for graduate faculty phone numbers and e-mail addresses).

All applicants should have completed a minimum of one course in statistics as well as intermediate microeconomics as part of their undergraduate program. Applicants are also encouraged to have completed courses in areas such as marketing, consumer behaviour, economics, marketing research, and related subjects.

Students may be admitted to the graduate program despite deficiencies in certain academic areas. Students admitted with deficiencies will likely be required to address academic weaknesses by enrolling in one or more undergraduate courses at the University of Guelph. Undergraduate courses do not count toward fulfillment of master of science graduation requirements.

All applicants are required to submit GRE or GMAT scores. The deadline to apply for September admission to the masters of science program is April 1. The Department of Marketing and Consumer Studies admits students to the graduate program only in September.

Degree Requirements

The program normally consists of at least 6 half credit (3.0 full credits) graduate courses, enrolment in the consumer studies seminar (COST*6950) for each semester of full-time graduate study, and a successfully defended thesis. Additional course credits may be required by the student's advisory committee depending upon the student's background preparation for his/her intended area of study and thesis research.

Courses

For courses without a semester designation the student should consult the graduate co-ordinator.

COST*6000 Consumption Behaviour Theory F [0.50]

A review of the nature and scope of consumption behaviour and the approaches to studying the role of human consumption using the major theoretical perspectives.

COST*6010 Product Development and Management Systems U [0.50]

The development of organizational technology and innovation strategy; product/market-strategy formulation; issues associated with product development, product management and consumer affairs.

COST*6020 Marketing Strategy & Decision Support Systems U [0.50]
The application of knowledge about consumer behaviour, markets, research, problem-solving approaches, and concepts and principles of marketing to the analysis of marketing situations and problems, and the formulation of marketing strategy and policy. Includes the use of marketing-decision support systems, simulations and models for strategy formulation and decision making for product development, test marketing, and marketing-mix decisions.
COST*6050 Research in Consumer Studies F [0.50]
A comprehensive review of measurement theory, including issues such as construct definition, scale development, validity and reliability. Applicants of measurement principles will be demonstrated, particularly as they relate to experimental and survey research design.
COST*6060 Multivariate Research Methods W [0.50]
A review of selected multivariate analysis techniques as applied to marketing and consumer research. Topics include regression, anova, principal components, factor and discriminant analysis, nonmetric scaling and trade-off analysis. The course uses a hands-on approach with small sample databases available for required computer-program analysis.
COST*6080 Qualitative Methods for Consumer Research W [0.50]
A review of the nature, importance and validity issues associated with qualitative research. Topics include theory and tactics in design, interpersonal dynamics, analysis of interaction and transcripts.
COST*6090 Special Topics in Consumer Research and Analysis U [0.50]
COST*6120 Marketing Management U [0.50]
A study of marketing decision-making with emphasis on the formulation of strategic marketing plans.
COST*6150 Quality Assurance Management U [0.50]
Examination and review of principles and concept of quality assurance and their application to consumer products and services. Topics include applied aspects of total-quality management principles.
COST*6260 Special Topics in Food Marketing U [0.50]
COST*6300 Special Topics in Consumer Studies U [0.50]
COST*6310 Retail Systems and Strategy U [0.25]
The analysis and evaluation of evolving retailing systems. Topics include retail structure and strategy, environmental change and retail adaptation, location analysis and operation management.
COST*6320 Promotion Management U [0.25]
A review of the concepts, principles and theory of promotion and promotion management. Topics include the structure of the promotion and advertising industry, consumer decision-making, information processing, response to promotion, copy development, media selection, and evaluation.
COST*6350 Consumer, Business and Government Relations F,W [0.25]
The development of an original and critical perspective to major issue development and macro-level-policy formation processes concerned with business and government interfaces, business and consumer interfaces, and Canadian and international product/service standards, which provide structure for issue management and policy development.
COST*6370 Consumer Economics U [0.50]
An applied economics course focusing on aggregate consumption at the domestic/international level; financial and time allocation at the individual/household level; theoretical, mathematical and econometric analysis of consumption; applications to contemporary consumption issues and problems.
COST*6700 Special Topics in International Marketing U [0.50]
COST*6710 Special Topics in Marketing U [0.50]
COST*6720 Special Topics in Housing and Real Estate U [0.50]
COST*6950 Consumer Studies Seminar F,W [0.00]