

2010-2011 Graduate Calendar

The information published in this Graduate Calendar outlines the rules, regulations, curricula, programs and fees for the 2010-2011 academic years, including the Fall Semester 2010, the Winter Semester 2011 and the Summer Semester 2011.

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](#).

The University is a full member of:

- The Association of Universities and Colleges of Canada

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The logo for the University of Guelph, featuring the text "UNIVERSITY of GUELPH" in a stylized font.The tagline "CHANGING LIVES IMPROVING LIFE" in a bold, sans-serif font, set against a yellow background.

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July 2, 2010	Initial Publication
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Disclaimer

The Office of Graduate Studies 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, Public Health Emergencies, 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.

Introduction

Collection, Use and Disclosure of Personal Information

Personal information is collected under the authority of the University of Guelph Act (1964), and in accordance with Ontario's Freedom of Information and Protection of Privacy Act (FIPPA) http://www.e-laws.gov.on.ca/DBLaws/Statutes/English/90f31_e.htm. This information is used by University officials in order to carry out their authorized academic and administrative responsibilities and also to establish a relationship for alumni and development purposes. Certain personal information is disclosed to external agencies, including the Ontario Universities Application Centre, the Ministry of Training, Colleges and Universities, and Statistics Canada, for statistical and planning purposes, and is disclosed to other individuals or organizations in accordance with the Office of Registrarial Services Departmental Policy on the Release of Student Information. For details on the use and disclosure of this information call the Office of Registrarial Services at the University at (519) 824-4120 or see <http://www.uoguelph.ca/registrar/registrar/index.cfm?index>.

Statistics Canada - Notification of Disclosure

For further information, please see Statistics Canada's web site at <http://www.statcan.gc.ca> and Section XIV Statistics Canada.

Address for University Communication

Depending on the nature and timing of the communication, the University may use one of these addresses to communicate with students. Students are, therefore, responsible for checking all of the following on a regular basis:

Email Address

The University issued email address is considered an official means of communication with the student and will be used for correspondence from the University. Students are responsible for monitoring their University-issued email account regularly.

Home Address

Students are responsible for maintaining a current mailing address with the University. Address changes can be made, in writing, through the Office of Graduate Studies.

Name Changes

The University of Guelph is committed to the integrity of its student records, therefore, each student is required to provide either on application for admission or on personal data forms required for registration, his/her complete, legal name. Any requests to change a name, by means of alteration, deletion, substitution or addition, must be accompanied by appropriate supporting documentation.

Student Confidentiality and Release of Student Information Policy Excerpt

The University undertakes to protect the privacy of each student and the confidentiality of his or her record. To this end the University shall refuse to disclose personal information to any person other than the individual to whom the information relates where disclosure would constitute an unjustified invasion of the personal privacy of that person or of any other individual. All members of the University community must respect the confidential nature of the student information which they acquire in the course of their work.

Complete policy at <http://www.uoguelph.ca/policies>.

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Marketing and 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, public and nonprofit sector organizations. The department's graduate program leads to the master of science degree in marketing and consumer studies.

Administrative Staff

Interim Chair

Jane Londerville (203 Macdonald Institute, Ext. 53091)
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Graduate Coordinator

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Graduate Faculty

Paul M. Anglin

BSc Toronto, MA, PhD Western Ontario - Associate Professor

May H. Aung

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Scott R. Colwell

AGD, MBA Athabasca, PhD Bradford (United Kingdom) - Associate Professor

Tim Dewhirst

BPHE Toronto, MA Queen's, PhD British Columbia - Associate Professor

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Vinay Kanetkar

BArch Indian Inst. of Tech, MArch, MSc, PhD British Columbia - Associate Professor and Graduate Coordinator

Jane Londerville

MBA Harvard - Associate Professor and Interim Chair

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Anne Wilcock

BASc Guelph, MSc, PhD Purdue - Professor

Sunghwan Yi

BBA, MBA Seoul National, PhD Pennsylvania State - Associate Professor

Jian Zhou

BA, MA Renmin, PhD Illinois (Chicago) - Assistant Professor

MSc Program

The MSc program draws on a variety of disciplines for theory, concepts, and research methods. Students are required to successfully complete five departmental core courses; consumption behaviour theory, marketing theory, and three graduate courses in measurement and analysis. One elective course is selected by the student in conjunction with the graduate coordinator and/or his/her advisory committee and is 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 marketing and consumer studies direct their course work and thesis research toward applications related to marketing within private, public, and non-profit 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 marketing or consumer behaviour or a related business discipline.

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 marketing and consumer studies department seminar (MCS*6950) for each semester of full-time graduate study. The program consists of:

Fall Semester:

MCS*6000	[0.50]	Consumption Behaviour Theory I
MCS*6050	[0.50]	Research Methods in Marketing and Consumer Studies
MCS*6100	[0.50]	Marketing Theory
MCS*6950	[0.00]	Marketing & Consumer Studies Seminar

Winter Semester:

MCS*6060	[0.50]	Multivariate Research Methods
MCS*6080	[0.50]	Qualitative Research Methods
(Or 2 suitable methods courses)		
1 elective*		
MCS*6950	[0.00]	Marketing & Consumer Studies Seminar

Electives

MCS*6010	[0.50]	Consumption Behaviour Theory II
MCS*6070	[0.50]	Introduction to Structural Equation Modeling
MCS*6120	[0.50]	Marketing Management
MCS*6300	[0.50]	Special Topics in Consumer Studies
MCS*6700	[0.50]	Special Topics in International Marketing
MCS*6710	[0.50]	Special Topics in Marketing

Note

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

Note

MCS*6950 is taken during each semester of full-time graduate study.

Admission Requirements

Admission information 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. Please visit our departmental website <http://www.mcs.uoguelph.ca/> for graduate faculty phone numbers and e-mail addresses.

All applicants should have completed a minimum of one course in statistics as part of their undergraduate program. Applicants are also encouraged to have completed courses in areas such as marketing, consumer behaviour, 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 master 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 marketing and consumer studies seminar (MCS*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.

Graduate Diploma in Market Research

The Graduate Diploma in Market Research serves two purposes:

1. It serves as an early exit point for participants in the MSc in Marketing and Consumer Studies program. The Department periodically enrolls students in its MSc program who do well in their coursework but cannot complete their thesis research for a variety of reasons (such as illness, spousal job relocation, or other personal concerns).
2. It meets the needs of students who want to extend their knowledge of market research beyond the level they obtained while taking their undergraduate degree, but either do not want to undertake a thesis-based degree or do not believe that they have the capacity or resources to complete one.

Admission Requirements - Transfer from MSc Program

Students who wish to exit early from the MSc in Marketing and Consumer Studies program and receive the Graduate Diploma in Market Research will apply to the Department's Graduate Admissions Committee for admission into the Diploma program. The Committee will make their decision based on reviewing the applicant's grades and performance in

the MSc in Marketing and Consumer Studies program and discussing his or her potential as a market research practitioner with the Department's graduate faculty.

Admission Requirements – Direct Entry

Students who wish to enter directly into the Graduate Diploma in Market Research program will apply to the Department's Graduate Admissions Committee through the normal University application process. The Committee will make their decision on essentially the same bases as they do for the MSc program (applicant's undergraduate background, undergraduate grades, and GRE or GMAT scores). However, in lieu of the research interests discussion paper required of MSc applicants, Graduate Diploma applicants will submit a discussion paper indicating why they are interested in the market research field.

Other than the orientation of the discussion paper, the admission requirements for the Graduate Diploma in Market Research will be the same as those for the MSc in Marketing and Consumer Studies program. This will ensure that students who enter directly into the Graduate Diploma program can consider switching into the MSc program.

Thus, candidates for both the proposed Graduate Diploma and for the already-existing MSc will generally be graduates of a four-year honours degree program (or equivalent) who maintained at least a B average in the final two years of their undergraduate program. They will have an academic background in consumer studies, the social sciences or humanities, or professional or business programs such as marketing, finance, or real estate, and they will have acceptable GRE or GMAT scores.

Alternatively, they may be exceptional applicants, such as those with considerable experience in a business or management role, who meet the minimum grade requirements but are lacking in the required academic areas. If so, their full acceptance into the program may be conditional upon successfully completing one or more recommended undergraduate courses in order to comply with program standards.

As the Chair of the Department's Graduate Admissions Committee, the Graduate Coordinator will be responsible for notifying Graduate Studies of the Committee's admission decisions. The Graduate Coordinator will also act as the primary advisor for all direct entry Diploma students until they either graduate or switch into the MSc program.

Degree Requirements

Students who are awarded the Graduate Diploma in Market Research will have taken courses for at least two semesters. To qualify for the Graduate Diploma, students will have successfully completed the following five courses, plus they will have regularly attended the Department's 0.0 credit pass/fail weekly seminar class (MCS*6950) during both semesters:

Fall Semester:

MCS*6000	[0.50]	Consumption Behaviour Theory I
MCS*6050	[0.50]	Research Methods in Marketing and Consumer Studies
MCS*6100	[0.50]	Marketing Theory
MCS*6950	[0.00]	Marketing & Consumer Studies Seminar

Winter Semester:

MCS*6080	[0.50]	Qualitative Research Methods
MCS*6060	[0.50]	Multivariate Research Methods
MCS*6950	[0.00]	Marketing & Consumer Studies Seminar

Courses

For courses without a semester designation the student should consult the graduate coordinator.

MCS*6000 Consumption Behaviour Theory I 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.

MCS*6010 Consumption Behaviour Theory II W [0.50]

Consumption behaviour is an interdisciplinary field of study which applies theories from multiple disciplines to the activities and processes people engage in when choosing, using and disposing of goods and services. The purpose of this course is to provide a basic review of the theoretical foundations of aspects of consumption and consumer behaviour and to demonstrate their applicability to marketing management. The course is designed to allow participants to bring their own background and interests to bear on the review and application of the theories underlying consumer behaviour.

Prerequisite(s): MCS*6000 or consent of instructor

MCS*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.

MCS*6050 Research Methods in Marketing and 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.

MCS*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.

Prerequisite(s): MCS*6050 or consent of instructor

MCS*6070 Introduction to Structural Equation Modeling F [0.50]

This course introduces students to the theory, concepts and application of structural equation modeling. Topics covered include path analysis, confirmatory factor analysis and measurement models, latent variable modeling, multi-group modeling, and measurement invariance testing. Emphasis is placed on applying the principles of SEM to the creation and testing of theoretically driven models using both categorical and continuous data.

Prerequisite(s): MCS*6050 (or equivalent) and MCS*6060 (or equivalent)

MCS*6080 Qualitative Research Methods 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.

Prerequisite(s): MCS*6050 or consent of instructor

MCS*6090 Special Topics in Consumer Research and Analysis U [0.50]

MCS*6100 Marketing Theory F [0.50]

A theoretical understanding of marketing, including philosophy of science and marketing, a history of marketing thought, market orientation, marketing strategy theory, modeling, social marketing, and ethical issues in marketing.

Restriction(s): Signature required for non-MCS students.

MCS*6120 Marketing Management U [0.50]

This course is designed to increase depth of knowledge of marketing by helping the student understand how marketing theory can directly affect marketing practice and firm performance. As this is an MSc course and NOT an MBA course, there is an expectation that the level of critical thinking and knowledge growth falls within the realm of the science of marketing and/or the empirical nature of marketing research and is not simply about marketing practice.

Prerequisite(s): MCS*6100

MCS*6260 Special Topics in Food Marketing U [0.50]

MCS*6300 Special Topics in Consumer Studies U [0.50]

MCS*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.

MCS*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.

MCS*6500 Global Business Today U [0.50]

This course will survey the key issues related to doing business internationally including the cultural context for global business, cross border trade and investment, ethics, the global monetary system, foreign exchange challenges and effectively competing in the global environment.

Restriction(s): Non MBA/MA Leadership students only by permission of Executive Programs Office.

MCS*6700 Special Topics in International Marketing U [0.50]

MCS*6710 Special Topics in Marketing U [0.50]

MCS*6720 Special Topics in Housing and Real Estate U [0.50]

MCS*6950 Marketing & Consumer Studies Seminar F,W [0.00]