

2019-2020 Graduate Calendar

The information published in this Graduate Calendar outlines the rules, regulations, curricula, programs and fees for the 2019-2020 academic year, including the Summer Semester 2019, Fall Semester 2019 and the Winter Semester 2020.

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:

- Universities 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.

Disclaimer

The Office of Graduate and Postdoctoral 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 Advanced Education and Skills Development, 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 <https://www.uoguelph.ca/registrar/>

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 Registrarial Services.

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, their 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 their 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 <https://www.uoguelph.ca/secretariat/office-services/university-secretariat/university-policies>.

Learning Outcomes

Graduate Degree Learning Outcomes

On May 27, 2013, the University of Guelph Senate approved the following five University-wide Learning Outcomes as the basis from which to guide the development of graduate degree programs, specializations and courses:

1. Critical and Creative Thinking
2. Literacy
3. Global Understanding
4. Communication
5. Professional and Ethical Behaviour

These learning outcomes are also intended to serve as a framework through which our educational expectations are clear to students and the broader public; and to inform the process of outcomes assessment through the quality assurance process (regular reviews) of programs and departments.

An on-line guide to the learning outcomes, links to the associated skills, and detailed rubrics designed to support the development and assessment of additional program and discipline-specific outcomes, are available for reference on the [Learning Outcomes website](#)

Critical and Creative Thinking

Critical and creative thinking is a concept in which one applies logical principles, after much inquiry and analysis, to solve problems with a high degree of innovation, divergent thinking and risk taking. Those mastering this outcome show evidence of integrating knowledge and applying this knowledge across disciplinary boundaries. Depth and breadth of understanding of disciplines is essential to this outcome. At the graduate level, originality in the application of knowledge (master's) and undertaking of research (doctoral) is expected.

In addition, Critical and Creative Thinking includes, but is not limited to, the following outcomes: Independent Inquiry and Analysis; Problem Solving; Creativity; and Depth and Breadth of Understanding.

Literacy

Literacy is the ability to extract information from a variety of resources, assess the quality and validity of the material, and use it to discover new knowledge. The comfort in using quantitative literacy also exists in this definition, as does using technology effectively and developing visual literacy.

In addition, Literacy includes, but is not limited to, the following outcomes: Information Literacy, Quantitative Literacy, Technological Literacy, and Visual Literacy.

Global Understanding

Global understanding encompasses the knowledge of cultural similarities and differences, the context (historical, geographical, political and environmental) from which these arise, and how they are manifest in modern society. Global understanding is exercised as civic engagement, intercultural competence and the ability to understand an academic discipline outside of the domestic context.

In addition, Global Understanding includes, but is not limited to, the following outcomes: Global Understanding, Sense of Historical Development, Civic Knowledge and Engagement, and Intercultural Competence.

Communication

Communication is the ability to interact effectively with a variety of individuals and groups, and convey information successfully in a variety of formats including oral and written communication. Communication also comprises attentiveness and listening, as well as reading comprehension. It includes the ability to communicate and synthesize information, arguments, and analyses accurately and reliably.

In addition, Communication includes, but is not limited to, the following outcomes: Oral Communication, Written Communication, Reading Comprehension, and Integrative Communication.

Professional and Ethical Behaviour

Professional and ethical behaviour requires the ability to accomplish the tasks at hand with proficient skills in teamwork and leadership, while remembering ethical reasoning behind all decisions. The ability for organizational and time management skills is essential in bringing together all aspects of managing self and others. Academic integrity is central to mastery in this outcome. At the graduate level, intellectual independence is needed for professional and academic development and engagement.

In addition, Professional and Ethical Behaviour includes, but is not limited to, the following outcomes: Teamwork, Ethical Reasoning, Leadership, Personal Organization and Time Management, and Intellectual Independence.

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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. The fields of emphasis are:

- Consumer Behaviour
- Marketing

Central to the department's research and graduate teaching program is to help key stakeholders (businesses and policy makers) make informed decisions, formulate effective strategies and policies, improve economic welfare, and facilitate sustainable development by advancing their understanding of consumer decision making and consumer well-being. The department's graduate program leads to the master of science degree in marketing and consumer studies with a strong focus on theory and advanced methodologies.

Administrative Staff

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Jian Zhou

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

MSc Program

The MSc program is offered in two fields: 1) consumer behaviour; and 2) marketing and 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 Program Coordinator and/or their 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 their 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.

Admission Requirements

Admission information should be requested directly from the graduate program assistant 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.uoguelph.ca/mcs> 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 Department of Marketing and Consumer Studies admits students to the graduate program only in September. Program offices should be consulted for admission deadlines.

Program 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 their intended area of study and thesis research.

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 |
| MCS*6950 | [0.00] | Marketing & Consumer Studies Seminar |

* 1 of the following restricted electives

Electives

| | | |
|----------|--------|---------------------------------|
| MCS*6010 | [0.50] | Consumption Behaviour Theory II |
| MCS*6120 | [0.50] | Marketing Management |

Note

*Chosen by the graduate student with the approval of the Graduate Program Coordinator and their advisory committee. Any Social Science Graduate level course may be substituted for the Elective.

Note

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

Graduate Diploma in Market Research

The Graduate Diploma in Market Research serves the needs of students who want to extend their knowledge of market research beyond the level they obtained while taking their undergraduate degree, but do not want to undertake a thesis-based degree.

Admission Requirements

Students who wish to enter the Graduate Diploma in Market Research program will apply to the Department's Graduate Admissions Committee through the normal University application process.

Candidates will 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 submit a discussion paper indicating why they are interested in the Market Research field.

The Graduate Program Coordinator will also act as the primary advisor for Diploma students.

Program Requirements

Students are required to take courses in the Fall and Winter semesters. Students will complete a minimum of 6 half credits (3.0 full credits) in total, and enrolment in the marketing and consumer studies department seminar (MCS*6950) each semester. 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 |
| MCS*6950 | [0.00] | Marketing & Consumer Studies Seminar |

* one of the following restricted electives

| | | |
|----------|--------|---------------------------------|
| MCS*6010 | [0.50] | Consumption Behaviour Theory II |
| MCS*6120 | [0.50] | Marketing Management |
| MCS*6200 | [0.50] | Marketing Analytics |

Courses

For courses without a semester designation the student should consult the Graduate Program 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.

Department(s): Department of Marketing and Consumer Studies

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

Department(s): Department of Marketing and Consumer Studies

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.

Department(s): Department of Marketing and Consumer Studies

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

Department(s): Department of Marketing and Consumer Studies

MCS*6070 Introduction to Structural Equation Modeling W [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.

Department(s): Department of Marketing and Consumer Studies

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

Department(s): Department of Marketing and Consumer Studies

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

Department(s): Department of Marketing and Consumer Studies

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.

Department(s): Department of Marketing and Consumer Studies

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

Department(s): Department of Marketing and Consumer Studies

MCS*6200 Marketing Analytics F [0.50]

Course will cover major marketing decisions and the analytical tools to make decisions for business solutions. Topics and tools include market segmentation, targeting and positioning, new product design and forecasting, marketing mix and resource allocation and customer life time value.

Restriction(s): Restricted to MSc.MCS, MSc.TRMH, MA.MGMT, PhD.MGMT students

Department(s): Department of Marketing and Consumer Studies

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

Department(s): Department of Marketing and Consumer Studies

MCS*6710 Special Topics in Marketing U [0.50]

Department(s): Department of Marketing and Consumer Studies

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

Department(s): Department of Marketing and Consumer Studies

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

Department(s): Department of Marketing and Consumer Studies