MARTING AND CONSUMER STUDIES (MCS)

MCS*6000  Consumption Behaviour Theory I  Fall Only  [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.
Restriction(s): Restricted to Marketing and Consumer Studies students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6010  Consumption Behaviour Theory II  Winter Only  [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
Restriction(s): Restricted to Marketing and Consumer Studies students.
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6050  Research Methods in Marketing and Consumer Studies  Fall
Only  [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.
Restriction(s): Restricted to Marketing and Consumer Studies students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6060  Multivariate Research Methods  Winter Only  [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
Restriction(s): Restricted to Marketing and Consumer Studies and
Management students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6070  Introduction to Structural Equation Modeling  Winter
Only  [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
Location(s): Guelph

MCS*6080  Qualitative Methods: Consumer Research  Winter
Only  [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
Restriction(s): Restricted to Marketing and Consumer Studies and
Management students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6090  Topics in Consumer Research and
Analysis  Unspecified  [0.50]
Restriction(s): Restricted to Marketing and Consumer Studies students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6100  Marketing Theory  Fall Only  [0.50]
In this course, students develop a comprehensive understanding of
marketing strategy and its impacts on corporate decision making,
including its history, underlying philosophy, empirical tools, social
impacts and ethical implications.
Restriction(s): Restricted to Marketing and Consumer Studies students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6120  Marketing Management  Unspecified  [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. 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
Restriction(s): Restricted to Marketing and Consumer Studies students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6200  Marketing Analytics  Fall Only  [0.50]
Course will cover major marketing decisions and the analytical tools
that 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 lifetime
value.
Restriction(s): Restricted to MSc. MCS, MSc. TRM, MA. MGMT,
PhD. MGMT students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6260  Special Topics in Food Marketing  Unspecified  [0.50]
Restriction(s): Restricted to Marketing and Consumer Studies students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6710  Special Topics in Marketing  Unspecified  [0.50]
Restriction(s): Restricted to Marketing and Consumer Studies students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6720  Topics in Housing and Real Estate  Unspecified  [0.50]
Restriction(s): Restricted to Marketing and Consumer Studies students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph
MCS*6800  Best Worst Scaling and Discrete Choice Analysis Unspecified [0.50]
This course is designed to cover an array of related topics in the recent developments of Best-Worst Scaling (BWS) and Discrete Choice Experiments (DCEs) data collection. Students will develop an understanding of different preference elicitation methods and response formats and the ability to design experiments for best-worst and choice experiments. Multiple software will be used to analyze data, interpret results and write research reports.
Restriction(s): Instructor consent required.
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6810  Experimental Design and Analysis for Behavioural Research in Management Studies  Fall Only [0.50]
This course focuses on experimental methods within the fields of organizational, management and consumer studies. Specifically students will learn how to design and analyze experiments. Emphasis will be placed on hypothesis testing with factorial and mixed designs, issues related to design, power, continuous and categorical data and scientific communication. Laboratory sessions will focus on analysis application using statistical packages that may include SPSS, R, SAS and Mplus.
Restriction(s): Instructor consent required.
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph

MCS*6850  Models for Marketing Decisions  Unspecified [0.50]
This seminar-based class introduces doctoral students to the fundamental empirical models and estimation methods utilized in quantitative academic marketing papers. Students will learn how to develop and analyze quantitative models that can be used by managers to support marketing decisions.
Location(s): Guelph

MCS*6950  Marketing & Consumer Studies Seminar  Fall and Winter [0.00]
Restriction(s): Restricted to Marketing and Consumer Studies students
Department(s): Department of Marketing and Consumer Studies
Location(s): Guelph