

# MARKETING AND CONSUMER STUDIES (MCS)

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## **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

**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 Strategy 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 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

**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.

**Department(s):** Department of Marketing and Consumer Studies

**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