

# 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

### Chair

Tirtha Dhar (205 Macdonald Institute, Ext. 52023)

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### Graduate Program Coordinator

Juan Wang (202D Macdonald Institute, Ext. 58760)

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### Graduate Program Assistant Team

mcsmsc@uoguelph.ca

## Graduate Faculty

*This list may include Regular Graduate Faculty, Associated Graduate Faculty and/or Graduate Faculty from other universities.*

### Paul Anglin

B.Sc. Toronto, MA, PhD Western Ontario - Professor  
Graduate Faculty

### Scott R. Colwell

AGD, MBA Athabasca, PhD Bradford (UK) - Associate Professor  
Graduate Faculty

### Tim Dewhirst

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

### Tirtha Dhar

BA, MA Delhi, M.Sc., PhD Connecticut - Associate Professor and Chair  
Graduate Faculty

### Rogier Holtermans

B.Sc., M.Sc., PhD Maastricht - Assistant Professor  
Graduate Faculty

### Towhidul Islam

M.Sc. Inst. of Mech. Tech. (Bulgaria), MBA Dhaka (Bangladesh), DIC Imperial College (United Kingdom), PhD London (United Kingdom) - Professor  
Graduate Faculty

### Vinay Kanetkar

B.Arch. Indian Institute of Technology, M.Arch., M.Sc., PhD British Columbia - Associate Professor  
Graduate Faculty

### Amirali Kani

B.Sc. Inst of Mech Tech (Bulgaria), MBA Dhaka (Bangladesh), DIC Imperial College (UK), PhD London (UK) - Assistant Professor  
Graduate Faculty

### Saerom Lee

BBA Seoul National, MS Illinois, PhD Pennsylvania State - Associate Professor  
Graduate Faculty

### Yuanfang Lin

BA Renmin, MS Nevada, M.Sc., PhD Washington - Associate Professor  
Graduate Faculty

### Tanya Mark

BA, PhD Western Ontario - Associate Professor  
Graduate Faculty

### Brent McKenzie

BA, McMaster, MBA Dalhousie, PhD Griffith - Professor  
Graduate Faculty

### Jing Wan

B.Sc. Toronto, PhD Rotman - Assistant Professor  
Graduate Faculty

### Juan Wang

BBA Nanjing, M.Sc. Guelph, PhD Western - Assistant Professor  
Graduate Faculty

### Sunghwan Yi

BBA, MBA Korea, PhD Penn State - Associate Professor  
Graduate Faculty

### Jiang Ying

BA East China, M.Phil. Hong Kong Baptist, PhD Connecticut - Associate Professor, Faculty of Business and Information Technology, Ontario Tech University  
Associated Graduate Faculty

### Jian Zhou

BA, MA Renmin (China), PhD UI Chicago - Professor  
Graduate Faculty

## MSc Program

### 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.

## Learning Outcomes

Upon successful completion of the Master of Science in Marketing and Consumer Studies program, graduates will have the capacity to:

1. Demonstrate an advanced knowledge of the main theories of marketing and consumer behaviour by identifying and analyzing current trends and topics within the field.
2. Identify opportunities to advance theories and methodologies in the area of marketing and consumer behaviour.
3. Demonstrate the ability to analyze and apply various research methods and analysis techniques to respond to a question in the field of marketing and consumer behaviour.
4. Conceptualize, design and implement a research study in the area of marketing and consumer behaviour.
5. Apply ethical standards when conducting and reporting academic and applied research in marketing and consumer behaviour.
6. Communicate research findings to academic and professional audiences in the form of clear, well-organized documents and presentations.

## Program Requirements

The MSc program draws on a variety of disciplines for theory, concepts, and research methods. Students are required to successfully complete five core courses; consumption behaviour theory, marketing theory, and three 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.

The program normally consists of at least six courses (3.0 credits), enrolment in the marketing and consumer studies seminar (MCS\*6950 Marketing & Consumer Studies Seminar) 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.

## Core Courses

Code	Title	Credits
<b>Fall Semester</b>		
MCS*6000	Consumption Behaviour Theory I	0.50
MCS*6050	Research Methods in Marketing and Consumer Studies	0.50
MCS*6100	Marketing Strategy	0.50
MCS*6950	Marketing & Consumer Studies Seminar	0.00
<b>Winter Semester</b>		
MCS*6060	Multivariate Research Methods	0.50
MCS*6080	Qualitative Methods: Consumer Research	0.50
MCS*6950	Marketing & Consumer Studies Seminar	0.00
Select one of the following restricted electives: <sup>1</sup>		
MCS*6010 or MCS*6120	Consumption Behaviour Theory II Marketing Management	0.50

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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.

## Graduate Diploma in Market Research

### 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.

### Learning Outcomes

1. Demonstrate an advanced knowledge of the main theories of marketing and consumer behaviour by identifying and analyzing current trends and topics within the field.
2. Critically analyze both theories and empirical findings in a broad range of issues concerning consumer behaviour and marketing.
3. Evaluate and interpret research findings and make connections to current issues in market research.
4. Develop an ethical and professional approach when working in a marketing research context.
5. Communicate market research to professional audiences through well-written documents and presentations.

### Program Requirements

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.

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 Marketing & Consumer Studies Seminar) each semester. The program consists of:

Code	Title	Credits
<b>Fall Semester</b>		
MCS*6000	Consumption Behaviour Theory I	0.50
MCS*6050	Research Methods in Marketing and Consumer Studies	0.50
MCS*6100	Marketing Strategy	0.50
MCS*6950	Marketing & Consumer Studies Seminar	0.00
<b>Winter Semester</b>		
MCS*6060	Multivariate Research Methods	0.50
MCS*6080	Qualitative Methods: Consumer Research	0.50
MCS*6950	Marketing & Consumer Studies Seminar	0.00
Select one of the following restricted electives:		
MCS*6010	Consumption Behaviour Theory II	0.50
MCS*6120	Marketing Management	0.50
MCS*6200	Marketing Analytics	0.50

## Courses

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

### **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 and PhD Management 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 and PhD Management 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