

MARKETING AND CONSUMER STUDIES (MCS)

MCS*1000 Introductory Marketing Summer, Fall, and Winter (LEC: 3) [0.50]

This course covers the marketing of both products and services. Students will be introduced to the theoretical concepts through lectures and class discussions and have the opportunity to apply these concepts through case analysis and discussion.

Offering(s): Also offered through Distance Education format.

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information. This course may not be taken for credit subsequent to receiving credit in FARE*4370 or HTM*3080.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*2000 Business Communication Summer, Fall, and Winter (LEC: 3) [0.50]

This course provides an overview of business communication by reviewing and discussing key issues (such as ethics and globalization), and the components of a business plan. Weekly lectures are supplemented by discussions of business cases and hand-in assignments designed to introduce students to basic business communication skills

Offering(s): Also offered through Distance Education format.

Prerequisite(s): 4.00 credits

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*2020 Information Management Summer, Fall, and Winter (LEC: 3) [0.50]

In this course students are introduced to the concepts and principles of information acquisition, manipulation and management as relevant to organizational decision-making. Experience in the evaluation of information technology applications used in organizations is provided.

Offering(s): Also offered through Distance Education format.

Prerequisite(s): 4.00 credits

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information. Not available to students registered in BCOMP program.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*2100 Personal Financial Management Summer, Fall, and Winter (LEC: 3) [0.50]

This introductory course is designed to help students develop and achieve their personal goals in financial management.

Offering(s): Offered through Distance Education format only.

Prerequisite(s): 5.00 credits

Equate(s): COST*2100

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*2600 Fundamentals of Consumer Behaviour Fall and Winter (LEC: 3) [0.50]

Organizations survive and achieve their goals by satisfying the needs and wants of consumers as well as or better than their competitors. This course examines consumer behaviours, the economic, social, cultural and psychological factors related to consumer behaviours, the evolution and change in behaviours and relationships, and the ways in which consumers respond to stimuli employed in the marketing of products, services and ideas.

Prerequisite(s): MCS*1000, (1 of BUS*2090, HROB*2090, HROB*2100, PSYC*1000, PSYC*1200). Although not required, it is recommended that students take PSYC*1000 prior to MCS*2600.

Restriction(s): Registration in BCOMM programs, BCOMM.MKTG minor, or BAH.EURS_EB This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*3000 Advanced Marketing Fall Only (LEC: 3) [0.50]

This course provides students with an opportunity to extend their knowledge of the marketing principles and strategies they learned in MCS*1000 to develop a marketing plan and to explore sales as a career.

Prerequisite(s): 10.00 credits including MCS*1000

Restriction(s): Not available to BCOMM: students registered in BCOMM.MKMN, BCOMM.MKMN:C, AGBU, AGBU:C majors.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*3010 Quality Management Winter Only (LEC: 3) [0.50]

This course covers general concepts and expectations of quality assurance from consumer, government, managerial and technological points of view and examines the relationship of national and international groups concerned with quality assurance. Seminars apply concepts to selected products and services.

Prerequisite(s): 10.00 credits including (1 of ECON*2740, PSYC*1010, STAT*2040, STAT*2060, STAT*2080)

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*3030 Research Methods Fall and Winter (LEC: 3) [0.50]

This course examines the concepts, principles and practices for consumer, market and product development research processes. Topics include research problem definition, research objectives, research design, measurement, sampling methods, execution and research management, analysis and interpretation, and report writing.

Prerequisite(s): 1 of ECON*2740, PSYC*1010, STAT*2060

Restriction(s): Registration in BCOMM.MKMN, BCOMM.MKMN:C, BCOMM.REH, BCOMM.REH:C, or the BCOMM.MKMN, BCOMM.MKTG minor. This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*3040 Business and Consumer Law Summer, Fall, and Winter (LEC: 3) [0.50]

This course introduces students to statutory and common law concerning business and consumer transactions. An overview of the laws of contracts and torts forms the basis of business and producer/consumer relationships. Discussion topics include sale of goods and consumer protection legislation; debtor-creditor relations; competition law; intellectual property rights and manufacturers' product liability.

Offering(s): Also offered through Distance Education format.

Prerequisite(s): 4.00 credits

Restriction(s): Registration in BCOMM program, BA.BADM minor, or BA.EURS area of emphasis in European Business Studies. This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*3050 Digital Marketing Fall and Winter (LEC: 3) [0.50]

This course examines actionable marketing strategies and tactics that can be implemented and measured with a variety of digital tools. We will examine the convergence of owned media, earned media and paid media in digital spaces, and learn how a strategic plan can be supported on digital marketing platforms. Marketing management principles, and the design, measurement and evaluation of communication programs will be viewed through the lens of digital marketing.

Offering(s): Also offered through Distance Education format.

Prerequisite(s): 10.00 credits including MCS*1000, MCS*2020

Restriction(s): This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations or semester levels during certain periods. See the departmental website for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*3500 Marketing Analytics Fall and Winter (LEC: 3) [0.50]

This course teaches students decision making theory and the methods of analysis that support decision making in the marketing discipline. Topics include customer, competitor and market analysis and methods such as forecasting and decision modeling.

Prerequisite(s): 10.00 credits including ECON*1050, (MATH*1000 or MATH*1030), MCS*2600, (1 of ECON*2740, PSYC*1010, STAT*2060)

Equate(s): MCS*3610

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*3600 Consumer Information Processes Fall and Winter (LEC: 3) [0.50]

This course provides an in-depth treatment of information processing research and theories as they relate to consumer judgement and choice. Components of theory addressed include: attention and perception, motivation, processing capacity, encoding and memory storage, retrieval and decision processes. Applications to marketplace policy and strategy are discussed.

Prerequisite(s): 15.00 credits including MCS*2600, MCS*3030

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*3620 Marketing Communications Fall and Winter (LEC: 3) [0.50]

This course covers concepts of communication management as practiced by organizations in all economic sectors. Communication management principles are applied to the design and evaluation of communication programs.

Prerequisite(s): 10.00 credits including MCS*1000, MCS*2600

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4020 Research in Consumer Studies Unspecified (LEC: 3) [0.50]

This course provides the opportunity for an independent investigation of a pertinent topic in consumer studies. Registration requires departmental approval.

Prerequisite(s): 15.00 credits including MCS*3030

Restriction(s): Registration in BCOMM.MKMN or BCOMM.MKMN:C. Instructor consent required.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4040 Management in Product Development Fall Only (LEC: 3) [0.50]

The major components of this course are new product strategy formulation, the role of technical and market research, the analysis of opportunities, management of development processes, product launches, government and regulatory controls.

Prerequisite(s): 10.00 credits including MCS*1000, MCS*2600

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4060 Retail Management Fall Only (LEC: 3) [0.50]

This course encompasses a comprehensive view of the retailing sector and an application of marketing concepts in both the domestic and international retail marketplace. Key topics include retail format selection, retail management strategy, target shopper analysis, site selection, and merchandise planning. Additional focus will include the buying, financial analysis, and pricing activities involved in retail operations. The course will also investigate the evolving nature of e-commerce and retail supply chain management issues and opportunities.

Prerequisite(s): 14.00 credits including MCS*3600

Restriction(s): Registration in BCOMM.MKMN, BCOMM.MKMN:C. This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4100 Entrepreneurship Fall Only (LEC: 3) [0.50]

This course examines the role and effect of small business in Canada, and, in doing so, helps marketing students appreciate the challenges involved in having full responsibility for a business and/or for creatively moving a business forward. The course focuses on the analysis of entrepreneurial skills and, through the development of the business plan, the steps involved in starting a new venture or increasing the size of a business.

Prerequisite(s): 15.00 credits including MCS*3500

Restriction(s): Registration in BCOMM.MKMN or BCOMM.MKMN:C.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4300 Marketing and Society Winter Only (LEC: 3) [0.50]

This course focuses on how the dissemination of marketing knowledge can influence society through the decisions made by public policy makers, corporate decision makers and non-profit marketers. It also covers how the marketing decisions made and actions taken by corporate, non-profit and public sector decision makers can affect society. As the theme of 'reciprocal influence' is developed, both direct and indirect influences of marketing knowledge and marketing decisions are pursued.

Prerequisite(s): 15.00 credits including MCS*2600

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4370 Marketing Strategy Fall and Winter (LEC: 3) [0.50]

This course focuses on the decision-making role of the marketing manager who is responsible for formulating the strategic marketing plan. The theory of selecting market target(s) for the firm's product and/or services and the development of the marketing mix (product, price, promotion, distribution) with the aid of market research and computerized information systems is covered.

Prerequisite(s): 15.00 credits including MCS*3030, MCS*3500

Equate(s): AGE*4370, FARE*4370

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4400 Pricing Management Fall Only (LEC: 3) [0.50]

The objective of this course is to provide a useful conceptual framework as well as analytical techniques that can be applied in managing pricing functions. Topics to be covered include pricing strategies, tactical issues related to pricing, pricing methods, treatment of costs for pricing, consideration of competition, legal limitations and role of price in customer buying decisions for both consumer and industrial goods and services.

Prerequisite(s): 10.00 credits including (ECON*3740 or MCS*3030)

Restriction(s): MCS*3100. This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4600 International Marketing Fall and Winter (LEC: 3) [0.50]

This course examines the study of marketing in a global context with specific emphasis on the strategic implications of marketing in different country cultures. Included are the global marketing environment and the competitive challenges and opportunities confronting today's international marketers, the cultural environment of global marketing, the assessment of global market opportunities and the development of global marketing strategies.

Prerequisite(s): 10.00 credits including MCS*3030

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4910 Topics in Consumer Studies Unspecified (LEC: 3) [0.50]

This course provides a lecture-discussion or seminar on a selected topic in consumer studies to be conducted by faculty with expertise in the area. Students should check with the department to determine what topic, if any, will be offered during a semester. Alternatively, they can ask a faculty member in MCS to supervise them as they study a topic or do a project of interest.

Prerequisite(s): 15.00 credits including MCS*2600

Restriction(s): Registration in the BCOMM.MKMN or BCOMM.REH major. Instructor consent required.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4920 Topics in Consumer Studies Unspecified (LEC: 3) [0.50]

This course provides a lecture-discussion or seminar on a selected topic in consumer studies to be conducted by faculty with expertise in the area. Students should check with the department to determine what topic, if any, will be offered during a semester. Alternatively, they can ask a faculty member in MCS to supervise them as they study a topic or do a project of interest.

Prerequisite(s): 15.00 credits including MCS*2600

Restriction(s): Registration in the BCOMM.MKMN or BCOMM.REH major. Instructor consent required.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph

MCS*4950 Consumer Studies Practicum Summer, Fall, and Winter (LEC: 3) [0.50]

The practicum provides students with supervised experience in developing marketing plans or working on consumer studies projects.

Prerequisite(s): 15.00 credits including MCS*3030, MCS*3500, MCS*3620

Restriction(s): Registration in BCOMM.MKMN or BCOMM.MKMN:C. Instructor consent required.

Department(s): Department of Marketing and Consumer Studies

Location(s): Guelph