Market Research: GDip.

Our course-based, two semester Graduate Diploma in Market Research at the Gordon S. Lang School of Business and Economics is designed for students who want to extend their knowledge of market research and advanced analytical tools beyond the level they obtained during their undergraduate degree. You will be trained by leaders in the field who have developed progressive research and analytical methods in marketing and consumer behaviour.

uoguelph.ca/lang-market-research

Program

The Market Research Graduate Diploma is a course-based program that can be completed in two semesters of full-time study.

The program develops students’ advanced analytical tools to provide solutions for strategy and policy issues, opening the door to a variety of job prospects or allowing entry into the thesis-based Marketing and Consumer Behaviour MSc program.

Admission Requirements

- A 4-year honours degree program (or equivalent)
- At least a B average in the final two years of their undergraduate program
- An academic background in consumer studies, the social sciences or humanities, or business programs such as marketing, finance, or real estate

Application Deadline:
February 1
Entry: Fall

Alternative Requirements

Applicants with considerable experience in a business or management role, who meet the minimum grade requirements but are lacking in the required academic areas, may be required to complete one or more recommended undergraduate courses in order to comply with program standards.

CAREER OPPORTUNITIES:

- Industry employment related to marketing and consumer behaviour
- Analyst
- Continuing on to Lang’s MSc in Marketing and Consumer Studies program

ARE YOU INTERESTED IN:

- Marketing theory
- Consumption behaviour theory
- Big data analysis
- Qualitative or quantitative research methodologies
- Marketing analysis

CONTACT INFORMATION

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