

Management: PhD

Marketing and Consumer Behaviour

The PhD in Management at the Gordon S. Lang School of Business and Economics offers students the unique opportunity to join an inter-departmental program that explores complex challenges in modern business management and scholarship. Lang doctoral students develop research with impact in one of three possible fields -- Organizational Leadership, Services Management, or Marketing and Consumer Behaviour – and graduate as innovative and successful researchers and lecturers.

uoguelph.ca/lang/phd-management

PROGRAM

The Marketing and Consumer Behaviour (MCB) field of the PhD program gives students a balanced foundation in management theory to allow them to pursue research on consumer behaviour drivers and marketing trends. Our MCB students investigate strategic marketing planning and implementation issues and use cutting-edge analytical tools to generate insights into consumer purchasing patterns.

Timeline: After completing coursework and a qualifying exam, students devote the remainder of their time in the program to the completion and defence of a doctoral dissertation.

Study Options: Full-time only

Application Timeline

January 16, 2026: submission of your online application form.

February 1, 2026: submission of all required supporting documents. Prospective applicants are encouraged to connect with LANG's graduate studies administrative team when preparing their application to the program.

Entry: Fall semester only

ADMISSION REQUIREMENTS

A Master's degree from a recognized university with a first-class average (80% or A-) or higher.



"Joining the PhD in Management allowed me to improve my research skills by working closely with knowledgeable faculty members, which inspired me to move further to advance knowledge in my field."

– Dr. Bianca Kato, PhD Management, Marketing and Consumer Behavior (2023)

Complete application packages include: transcripts, 2 letters of recommendation, statement of research interest, CV, proof of English proficiency (if applicable) and the submission of a GMAT score of 600 or higher or a GRE score in the 60th percentile or higher across all sections.

FUNDING

PhD Management students receive funding from a mix of the following sources:

- Internal and external scholarships
- Graduate Teaching Assistantships
- Graduate Research Assistantships
- Sessional Lecturer positions

ARE YOU INTERESTED IN:

- Marketing strategy
- Consumer decision-making
- Data analytics
- Modelling
- Brand loyalty and management
- Social marketing

CAREER OPPORTUNITIES:

- Academic research and teaching
- Public and private sector
- Industry
- Business consulting

CONTACT INFORMATION

Contact the LANG Graduate Program team at:

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Graduate Program Coordinator

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