

Marketing & Consumer Studies: MSc

The Gordon S. Lang School of Business and Economics offers a MSc in Marketing and Consumer Studies, a program for students who want to gain expertise in an area that has been, and always will be, critical to achieving success in any market - understanding consumers. You will be equipped with advanced theory-based research skills that will prepare you for a career in marketing research, brand management or academia.

uoguelph.ca/lang/msc-marketing

Program

You can complete your degree within two years. In the first year, you will complete your course work in small, dynamic classes which allow for collaboration with faculty and your peers. Following your course work, and with the guidance of your advisory committee, you will conduct original research and develop a strong thesis to add to the marketing and consumer behaviour literature.

Areas of Research

- Consumer preferences and decision making
- Consumer well-being and public policy
- Marketing management and strategy
- Innovation adoption
- Advanced research methods
- Real estate and housing

Admission Requirements

A 4-year honours undergraduate degree (or equivalent), ideally in a social science field, and a strong interest in research. Applicants are encouraged to connect with the program support team before submitting an application to determine eligibility and fit.

All applicants are required to submit GRE or GMAT scores.



Funding

As a Marketing and Consumer Studies graduate student, you will receive partial funding in support of your studies from one or more of the following sources:

- Graduate Teaching Assistantship
- Graduate Research Assistantship
- Scholarships (internal or external)

Application Deadlines:

January 15, 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

ARE YOU INTERESTED IN:

- Consumer preferences
- Marketing management
- Innovation adoption
- Real estate

CAREER OPPORTUNITIES:

- Continuing on to PhD studies
- Marketing research
- Brand and marketing management
- Advertising and communication
- New product/service design
- Quality management and control
- Applied economics and macro marketing



CONTACT INFORMATION

Contact the LANG Graduate Program team at:
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