

Marketing & Consumer Studies: MSc (Thesis or MRP)

Understanding the role marketing plays across business and society is at the core of the MSc in Marketing & Consumer Studies. The program is taught and supervised by globally recognized faculty whose work shapes contemporary thinking in consumer behaviour, marketing strategy, and public policy. The program is widely recognized for its outstanding placement record where graduates consistently secure positions at top companies, research firms, and influential government and non-government organizations.

uoguelph.ca/lang/msc-marketing

PROGRAM

You can complete your degree via one of two pathways:

- 1) Thesis Option (2 years) : Course work in the first two semesters, then carry out original thesis research that contributes to the marketing and consumer behaviour literature. This option is ideal for students planning to pursue a PhD or academic career.
- 2) Major research project (MRP) Option (1 year) : Course work in the first two semesters, then in third semester complete an applied research project. This is a shorter, professionally focused route to degree completion.

AREAS OF RESEARCH

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

ADMISSION REQUIREMENTS

Applicants must hold a four-year undergraduate degree (from a university or college) and demonstrate strong academic ability (minimum average B in the last two years of study), and strong foundation in business theories or practice demonstrated by coursework and/or training in areas such as Marketing, Economics, General Business, Statistics, Psychology or Social Science. Applicants are normally required to submit GRE or GMAT scores. However, this requirement may be waived for well-qualified candidates.



FUNDING

All students in the program are considered for financial support. Students admitted to the thesis option will receive a funding package consisting of an entrance scholarship and Graduate Teaching Assistantship. Applicants are encouraged to submit a well-prepared application to maximize their competitiveness for funding.

Application Deadlines:

[See website for application deadlines](#)

Prospective applicants are encouraged to connect with LANG's graduate studies administrative team at lang_admissions@uoguelph.ca when preparing their application to the program.

Entry: Fall semester only

ARE YOU INTERESTED IN:

- Marketing Strategy and Management
- Consumer Behaviour and Decision Making
- Product Innovation and Diffusion
- Public policy and societal impact
- Quantitative and Qualitative research

CAREER OPPORTUNITIES:

- Marketing Research and Consumer Insights
- Brand and Product Management
- Marketing Analytics and Strategic Planning
- Advertising, Communication, and Services
- Policy Analysis and Evaluation

CONTACT INFORMATION

Graduate Program Coordinator

Dr. Yuanfang Lin
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Graduate Program Assistant

Melinda Oliveri-Seftel,
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MEET SOME MARKETING & CONSUMER STUDIES MSC ALUMNI

Listed in reverse chronological order

Julia Blowes (2025) – Corporate Sponsorship & Advertising Coordinator, Stratford Festival

Erik Steiner (2023) – PhD Candidate, Schulich School of Business, York University

Taimoor Rizwan (2021) – Senior Research Analyst, Loblaw Companies Limited

Roya Yaghoobi (2020) – Senior Research Manager, Ipsos North America

Mahmood Ghazizadeh (2020) – Senior Research Manager, Savanta

Jackson Prodger (2020) – Analyst, Competitive Intelligence & Strategy, Davies Ward Phillips & Vineberg LLP

Stephanie Rak-Diakno (2020) – Consumer Insights Analyst, Trophy Food Inc.

Miriam Habib (2019) – Insights Manager, Plus Company Media

Mojtaba (Moji) Kamranfard (2019) – Senior Account Manager, Ipsos Canada

Trusha Dalal (2019) – Manager, Global Brand & Client Insights, Scotiabank

Muneeb Ejaz (2018) – Senior Manager, Customer Insights & Experience, Walmart Canada

Sophia (Yi) Chen (2018) – Senior Data Analyst, Mediabrand

Jennifer Tan (2018) – Category Insights Manager, FGF Brands

Mikaela Levasseur (2018) – Senior Manager, Global Insights & Analytics, Mondelez International

Dylan Palmer (2017) – National Category Manager, Sobeys Inc.

Rishad Habib (2016) – Assistant Professor of Marketing, Toronto Metropolitan University

Leila Kamali (2016) – Manager, CX Measurement Strategy & Insights, TD

Drew Harden (2016) – VP, Product Analytics, Thomson Reuters

Tammy Chariker (2015) – Senior Voice of Customer (VoC) Platform Specialist, CX, Leger

Warren Pinto (2013) – Senior Manager, Learning & Development (Australia, Asia, Japan & Middle East), Capgemini

Adriana Cordeiro (2011) – Senior Account Manager, Ipsos Public Affairs

Juan Wang (2009) – Associate Professor, Lang School of Business & Economics, University of Guelph

Theo Noseworthy (2008) – Professor of Marketing & Associate Dean (External Relations), Schulich School of Business, York University

Claudia Lopez (2007) – Director, Pricing Research & Insights, Iris Pricing Solutions

Joseph Chen (2006) – Founder & CEO, Leo & Dragon

