

MASTER OF SCIENCE IN MARKETING



EDWARDS
SCHOOL OF BUSINESS
UNIVERSITY OF SASKATCHEWAN



The University of Saskatchewan's Edwards School of Business is situated in Saskatoon, SK, on Treaty 6 Territory and the Homeland of the Métis. USask is one of the top research-intensive, medical doctoral universities in Canada, and is home to world-leading research in areas of global importance, like water and food security.

The Master of Science (M.Sc.) in Marketing is a research-based program that focuses on consumer behavior, marketing theory, and designing marketing research. It is a two year program; year one is devoted to course work, while year two focuses on research and writing a thesis. It was developed by Edwards School of Business in response to the need for a PhD preparation program.

For the marketing-minded.

The Master of Science in Marketing is a program designed for those who have a specific way of thinking, for those with a marketing mind. Upon completion of the program, you will be well prepared for entry into a PhD program and a career in academia, or for a career in marketing research.

Benefits of the program

- We accept only a small group of students so they can receive guidance and individual attention from our faculty throughout their coursework and thesis.
- You will be paired with one of our knowledgeable and enthusiastic marketing faculty members who will provide caring mentorship through a broad range of marketing topics.
- You will learn from award winning professors and build meaningful research collaborations with marketing faculty. You will develop research direction within a community of scholars and achieve PhD readiness.

What will I study?

The MSc in Marketing is a two year, fulltime program, with courses offered during the fall and winter terms. During the summer months, students are expected to work on their thesis.

| YEAR 1 |
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| Designing Marketing Research |
| Marketing Theory |
| Consumer Behaviour |
| Statistical Methods Advanced |
| Qualitative Methods |
| Research Seminar in Marketing |
| Introduction to Ethics |
| Elective Options in business, psychology, economics, education, and other disciplines |
| YEAR 2 |
| Research Seminar in Marketing |
| Thesis Work |



Marketing without data is like driving with your eyes closed.

- Dan Zarella

Thesis

During the thesis component of the MSc in Marketing program, you will develop, under the supervision of an academic advisor, a research project consisting of the following three stages:

1. The identification of an appropriate thesis topic;
2. The development and completion of the written thesis involving regular interaction with the supervisor; and

3. A final defense of the thesis.

Successful completion of the final defense will require that the research project be completed to the satisfaction of the student's supervisory committee which, in most cases, will consist of the academic supervisor as the chairperson, two other faculty members from within the department, and an external examiner selected from outside the department.

Admission Requirements

- Undergraduate business degree or a degree in another field (eg. psychology, economics, life sciences, etc.)
- Cumulative weighted average of at least 70% in the last two years of study (i.e. 60 credit units)
- GMAT of 550 or equivalent GRE
- TOEFL or equivalent for international students
- Provide three (3) letters of reference (At least two from academic references)
- Submit official transcripts from all previous institutions at which your undergraduate and/or graduate degree(s) were obtained or coursework was taken
- Submit an official copy of your GMAT results
- Prepare a statement of intent indicating why you wish to pursue an M.Sc. in Marketing
- Provide a copy of your resume or CV

How to Apply

Complete the online application form, including payment of the application fee, available on our website at www.edwards.usask.ca. Once your application and fee have been received, we will contact you to let you know the next steps.

Deadline for Application

Due to the research intensive nature of the program and individual student supervision at the thesis stage, enrolment is limited. Applications for the MSc in Marketing program will be accepted until January 31 to start in the following September.

 MORE INFORMATION
grad.usask.ca

TOGETHER