Meet Stephanie
Stephanie is 23 years old and recently completed her bachelors in marketing with honours. She enjoyed the research process that she experienced in the honours program, and wants to learn how expanding her research skills can give her a competitive advantage in industry.

Meet Lincoln
Lincoln is 24 years old and strongly values academics. He has a Political Science bachelor’s degree and is incredibly interested in what motivates people to vote for their chosen candidate. Lincoln is committed to obtaining a PhD and having a strong career in academia.

“Marketing without data is like driving with your eyes closed.” - Dan Zarella
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 M.Sc. 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.

Meet Adam
Adam is 23 years old and has been working in the advertising industry for the past year. He holds a bachelor’s degree in marketing, and has always loved the research side of marketing. Adam’s dream is to obtain a PhD in marketing someday.

Meet Natasha
Natasha is 22 years old and recently finished her bachelor’s degree in Psychology. She has excellent marks, but is having trouble deciding what kind of job she wants after university. Natasha is intrigued by consumer behaviour and is interested in learning more about marketing.

More Information
grad.usask.ca
What will I study?

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

YEAR 1
- MKT 801 Designing Marketing Research
- MKT 802 Marketing Theory
- MKT 803 Consumer Behaviour
- KIN 808 Univariate Statistics
- ENVS 814 Qualitative Methods
- MKT 990 Research Seminar in Marketing
- GPS 960 Introduction to Ethics
- Elective Options in business, psychology, economics, education, and other disciplines

YEAR 2
- MKT 990 Research Seminar in Marketing
- GPS 989 Introduction to University Teaching
- Thesis Work

“Look for people who will aim for the remarkable, who will not settle for the routine.”
- David Ogilvy
**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.
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.

**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.

**MORE INFORMATION**

[grad.usask.ca](http://grad.usask.ca)
The Edwards Advantage

The University of Saskatchewan’s Edwards School of Business is situated 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.

Study Spaces & Resources
The Moeller Resource Room and Lounge has many tables to use for studying, as well as boardrooms for project work and study purposes. There is also a student lounge and eating area in addition to dedicated office carrels for graduate students.

Physical Activity Complex (PAC)
Our state of the art fitness facility operates out of the College of Kinesiology Physical Activity Complex (PAC) and houses 80+ pieces of cardio equipment, a fit studio, free weights, weight machines and a 40 ft climbing wall. Your membership also gives you access to the pool, track, squash courts, and more!

Career Services
Edwards Career Services team offers a wealth of resources to help you prepare your resume, spruce up your cover letter, improve your interview skills, or to help you find a job in your desired field of work.

International Student and Study Abroad Centre (ISSAC)
ISSAC is dedicated to fostering a welcoming, globally aware and inclusive campus community and offers services such as arrival, transition and cultural support, and study abroad, awards, and travel safety information.
Admission Requirements

• Four-year undergraduate business degree in business or a related field from a recognized university
• Cumulative weighted average of at least 70% in the last two years of study (i.e. 60 credit units)
• A recommended minimum score of 550 on the GMAT or the equivalent GRE score
• TOEFL or equivalent for international students
• Three (3) letters of reference (At least two from academic references)
• Transcripts from all previous institutions at which your undergraduate and/or graduate degree(s) were obtained or coursework was taken
• Statement of intent indicating why you wish to pursue an M.Sc. in Marketing
• Current resume or CV

How to Apply

Complete the online application form, including payment of the $90 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

Applications for the M.Sc. in Marketing program will be accepted until March 31. Due to the research intensive nature of the program and individual student supervision at the thesis stage, enrolment is limited.

“"The best way to predict your future is to create it.”
- Peter Drucker
The Edwards School develops business professionals to build nations.

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