

Master of Science in Marketing (MSc)

Program overview

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The Master of Science (MSc) in Marketing is a research-based graduate program designed for those who wish to enhance their expertise in the most up-to-date marketing theories and methods used to conduct advanced marketing research.

OUR ADVANTAGE





PROGRAM STRUCTURE

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Not sure where to start?

CHECK OUT OUR FREQUENTLY ASKED QUESTIONS

Meet our students



Tongdan Luo



Jennifer Tourangeau



Renata Bubic



Trang Trinh

Dig deep into Marketing's sub-disciplines



"Our foresight about the future of marketing as a field is only limited by our insights on consumer decisions and experiences. A research-based MSc program in Marketing provides the analytical and methodological skills to gain consumer insights in shaping marketing decisions and monitoring performance, whether these insights are based on physiological measures (e.g., neuromarketing, eye-tracking), user-generated content (e.g., social media posts, reviews), direct interactions with consumers (e.g., interviews, surveys). The ethics of obtaining consumer data, the skills to derive meaningful insights and to effectively communicate these insights will be the important outcomes of this program."

Onur Bodur, PhD - Graduate Program Director

MEET OUR FACULTY MEMBERS

CHECK OUT OUR RESEARCH

Photo by Zack Jarosz on Pexels

Apply for Fall admissions

Deadline: February 1

Please note that Canadian citizens and Permanent residents may apply after the deadline, space permitting. Please email gradadvisor.jmsb@concordia.ca

[APPLY NOW](#)

Latest news



Concordia marketing prof appointed Lifetime Member of the Royal Society of Canada

November 13, 2023



Acquiring green firms can be healthy for a firm's bottom line, says new Concordia research

October 25, 2023



Meet Concordia's newly appointed research chairs

October 3, 2023

MORE NEWS

Upcoming events

- MAR 12** [**John Molson Executive MBA Online Information Session**](#)
Tuesday, 6 p.m. – 7 p.m.

MAR [**MBA in Investment Management Information Session**](#)

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Wednesday, 12 p.m. – 1 p.m.

MAR [**John Molson MBA Online Info Session**](#)

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Wednesday, 12 p.m. – 1 p.m.

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