



[Tools](#)

[Paws](#)

[Directory](#)

[Search](#)

[wards.usask.ca/tools.aspx](#) [\(https://paws.usask.ca\)](#) [\(//www.edwards.usask.ca/faculty/\)](#) [\(//www.edwards.usask.ca/search.aspx\)](#)
[Programs](#) [Students](#) [Executive Education](#) [Research](#)

[Centres & Initiatives](#)

[About Us](#)

[Employers](#)

[Alumni](#)

[Apply](#) [\(//www.edwards.usask.ca/applynow.aspx\)](#) [Donate](#) [\(https://give.usask.ca/impact/edwards/index.php\)](#)

[Contact](#) [\(//www.edwards.usask.ca/contact.aspx\)](#)

Master of Science in Marketing (MSc Marketing)

[Recruitment Events](#)

[Marketing Masterminds](#)

[Program Benefits](#)

[Course Details](#)

[Sign up to get more information!](#)

[Thesis](#)

[Research Supervisors](#)

[Application Deadline](#)

[Admission Requirements and Tuition](#)

Recruitment Events

Have questions or want to chat about the MSc in
Marketing program

- [Click here](#)

[\(https://www.edwards.usask.ca/chat/?](#)

[popcardRedirectData=YnVkZGllcy9zdGFmZj9kZXBhcnRtZW50PUVkd2FyZHMlMjBHcmFkdWF0ZSUyMFBYb2dyYV%20Staff&ub_campaign=&ub_content=\)](#)

(mailto:mba@edwards.usask.ca?

subject=Advising%20Appointment%20Request) to

chat with an advisor

- **Click here**

(mailto:mscmarketing@edwards.usask.ca?

subject=Advising%20Appointment%20Request) to

book an advising appointment

Marketing Masterminds

The MSc in Marketing program was developed by the Edwards School of Business in response to the need for a PhD preparation program. This two year, full-time, research based program focuses on marketing theory, consumer behaviour, and research design. The first year of the program is devoted to coursework, and the second year of the program is devoted to preparing and defending a thesis.

Throughout the program, students will be paired with one of our knowledgeable and enthusiastic marketing faculty members who will provide caring mentorship to his/her graduate student through a broad range of marketing topics.

Upon completion of the program, graduates will be well prepared for entry into a PhD program and a career in academia, or for a career in marketing.

Due to the research intensive nature of the MSc in Marketing program and the need for individual student supervision at the thesis stage, enrolment is currently limited to seven students per year.



To view this video in Youku, click here! (https://v.youku.com/v_show/id_XNDE2OTkwMTY1Ng==.html?spm=a2hzp.8244740.0.0).

Program Benefits



For me, being a member of the MSc in Marketing Team is a re-energizing experience. I had the pleasure of interacting with a group of eager, thoughtful, and sometimes critical young thinkers and researchers. My goal is to create an inclusive, supportive, and collegial environment for our collective growth, both personally and academically.

Dr. David Di Zhang

Graduate Chair and Associate Professor

Course Details

▼ Core Courses

For the most up-to-date program information visit the [USask Course and Program Catalogue](https://programs.usask.ca/grad-studies/marketing/index.php) (<https://programs.usask.ca/grad-studies/marketing/index.php>).

MKT 801 Designing Marketing Research

This course provides an introduction to marketing research at the graduate level. It explores the steps in the research process, from literature review and research question formulation, to data collection and analysis, to paper writing, presenting, and publishing. Methods common to marketing research studies, such as experiments, qualitative interviews, and others are examined. The course provides both theoretical and practical explanations for the choices made when designing marketing research.

MKT 802 Marketing Theory

This course covers the broad topic of marketing theory. Students will engage in high-level, critical discussion of the theories and models that form the foundation of scholarly work in the field of marketing.

MKT 803 Consumer Behaviour

This course will offer students an advanced understanding of behavioural theories of judgment and decision making, with emphasis on consumer behaviour. Specifically, the course will provide at the graduate level a collaborative examination of the processes involved in attention, memory, perception, attitude formation, choice, and satisfaction in consumption-related environments. Substantive knowledge and research methods underlying each of these streams of study will be explored.

KIN 808 Univariate Statistics

Selected experimental and quasi-experimental designs relevant for research in education and behavioral sciences. Multiple and step-wise regression. Introduction to selected multivariate techniques. The use of the various techniques in actual and simulated data in education and behavioral sciences will be an essential component.

MGT 808 Qualitative Research Methods

This course provides an in-depth overview of qualitative research methods at the graduate level. We will take a hands-on approach to developing research skills in qualitative research methods widely used in the social sciences. This includes an understanding of methodological approaches, data collection and analysis, and knowledge mobilization techniques.

MKT 990 Research Seminar in Marketing

A forum in which faculty members, visiting professors, and MSc students present research papers. All students participate in MKT 990.

GSR 960 Introduction to Ethics and Integrity

GSR 960 is an online course completed through Course Tools (Blackboard). This is a required course for all first year Graduate Studies students at the U of S. The purpose of this course is to discuss ethical issues that graduate students may face during their time at the University. Students will complete modules dealing with integrity and scholarship, graduate student-supervisor relationships, conflict of interest, conflict resolution and intellectual property and credit. This course must be completed in the student's first term as a graduate student.

➤ [Course Schedule](#)

Sign up to get more information!

* indicates required

Email Address *

First Name

Last Name

City

Subscribe

MSc. Marketing Student Profiles

Erfan Mahmoodzadeh

Academic Background: B.Sc. - Engineering (Iran) - MBA (Iran)

Thesis: I am interested in social marketing and how it can improve people's well-being..

3 words that describe your time at

Edwards:

Supportive & friendly environment, challenging but rewarding.

Thesis

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

- The identification of an appropriate thesis topic;
- The development and completion of the written thesis involving regular interaction with the supervisor; and
- 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, two other faculty members from within the department, and an external examiner selected from outside the department.

Research Supervisors

You do not have to select a supervisor before you enroll in the MSc Marketing Program at Edwards. Instead, in your first year of study, you will be matched with a supervisor based on your area of interest. All students who are accepted into the MSc program are matched with a supervisor.

Name

Research areas

<u>Maureen Bourassa</u> (http://www.edwards.usask.ca/faculty/MaureenBourassa/index.aspx)	Stakeholder engagement, respect, nuclear, marketing relationships, nonprofit
<u>Vince Bruni-Bossio</u> (https://www.edwards.usask.ca/faculty/Vince%20Bruni-Bossio/index.aspx)	Strategy, decision-making, accountability
<u>Marjorie Delbaere</u> (http://www.edwards.usask.ca/faculty/MarjorieDelbaere/index.aspx)	Persuasive communication, metaphors in advertising, pharmaceutical marketing, healthcare marketing
<u>C. Brooke Dobni</u> (http://www.edwards.usask.ca/faculty/C.BrookeDobni/index.aspx)	Strategy, innovation, organizational performance, strategic management
<u>William Murphy</u> (http://www.edwards.usask.ca/faculty/WilliamMurphy/index.aspx)	Sales management, International business, Ethics/Problematic behaviour, Supply Chain/Relationship management, Quality Management (http://www.edwards.usask.ca/faculty/WilliamMurphy/index.aspx)
<u>Monica Sârghie</u> (http://www.edwards.usask.ca/faculty/Monica-Sarghie/index.aspx)	Marketing - Consumer Behaviour, Nonprofit Marketing
<u>Lee Swanson</u> (http://www.edwards.usask.ca/faculty/LeeSwanson/index.aspx)	Community capacity building, entrepreneurship, social entrepreneurship, Aboriginal entrepreneurship, institutional-community engagement
<u>David Williams</u> (http://www.edwards.usask.ca/faculty/DavidWilliams/index.aspx)	Evolution of retailing, social commerce
<u>Di Zhang</u> (http://www.edwards.usask.ca/faculty/DavidDiZhang/index.aspx)	Marketing strategy, international marketing, and entrepreneurship

Application Deadline

The application deadline is January 31st of each year for the following September start date.

[_\(https://grad.usask.ca/programs/marketing.php#Applicationprocess\)](https://grad.usask.ca/programs/marketing.php#Applicationprocess)

Apply Now (<https://grad.usask.ca/programs/marketing.php#Applicationprocess>)