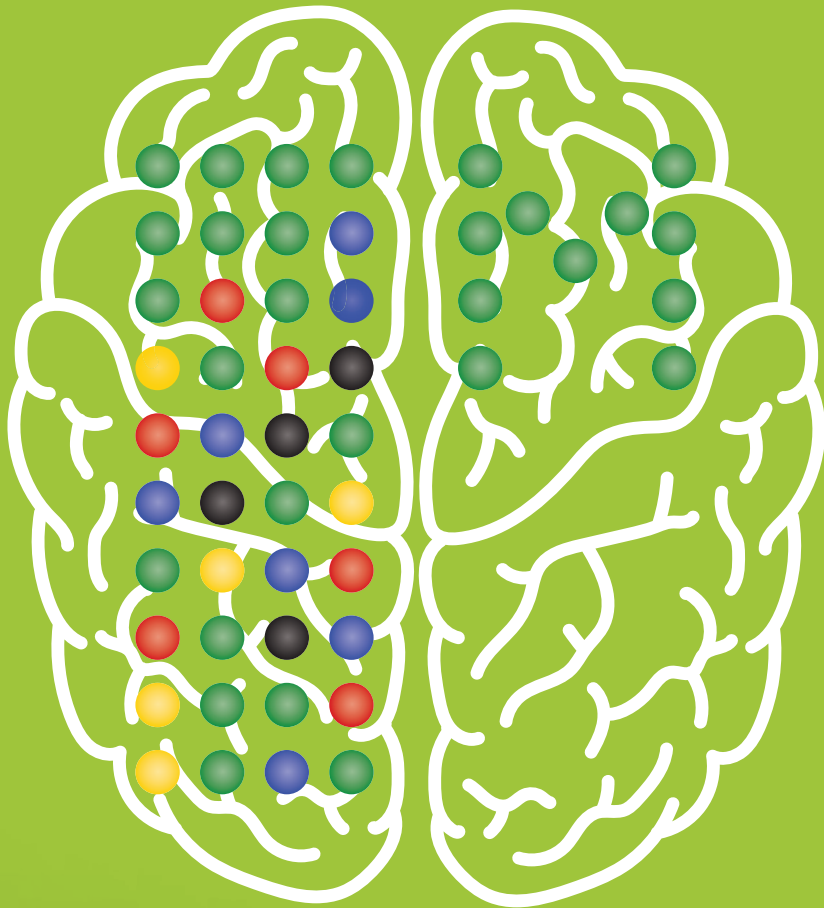


# Marketing Masterminds



# MSc in Marketing



**EDWARDS**  
SCHOOL OF BUSINESS  
UNIVERSITY OF SASKATCHEWAN

Prestigious**us**  
Adventurous**us**  
Curious**us**  
Studious**us**  
Ambitious**us**  
Ingenuous**us**

# 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.

Here you will meet two individuals who are potential candidates for the MSc in Marketing program. As we help them decide if they are the right fit, you can decide if you are too.



## Meet Liz.

Liz is 22 years old, in her final year of the Arts & Science program majoring in Psychology.

She has excellent marks but she is having trouble deciding what kind of job she wants after University. Liz is intrigued by consumer behaviour and is interested in learning about marketing.



## Meet Marcus.

Marcus is 25 years old, married, lives with his wife and two-year old daughter in an apartment. He works as a Product Manager at a local firm.

He holds a bachelor's degree in marketing and three years of experience in the field. Marcus' dream job would be to become a marketing professor, but he is not sure how to get there from here.

**"Look for people who will  
aim for the remarkable,  
who will not settle for the  
routine."**

**- David Ogilvy**

Liz has heard of a Master in Business Administration (MBA) before, but is wondering what a Master of Science in Marketing is, and why there is a need for it.

WHY WAS THE MSC  
IN MARKETING  
DEVELOPED?



The MSc in Marketing program was developed by Edwards School of Business in response to the need for a PhD preparation program.

WHAT WILL  
THE PROGRAM  
FOCUS ON?

The research-based program focuses on consumer behavior, marketing theory, and designing marketing research.

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.

**"Don't build links, build  
relationships."**

**- Rand Fishkin**

Marcus already has an undergraduate degree in marketing where the class sizes were quite large. He is curious as to why the class size is so small.

WHY ARE SO FEW STUDENTS ADMITTED TO THE PROGRAM?



REALLY?  
HOW MUCH INDIVIDUAL ATTENTION?

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.

**"Marketing without data is  
like driving with your eyes  
closed."**

**- Dan Zarella**



Liz has student loans to pay off and is ready to start working and earning a paycheck. She has questions about the structure of the program.

HOW LONG DOES IT TAKE TO COMPLETE THE PROGRAM?

The MSc in Marketing is a two year, full-time program, with courses offered during the fall and winter terms.



DOES IT GO THROUGHOUT THE ENTIRE YEAR? WILL I BE ABLE TO WORK IN THE SUMMER?

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

**ERES 841**  
Statistical Methods Advanced

**ERES 845**  
Qualitative Methods

**Elective**  
(options in business, psychology, economics, education, and other disciplines)

**MKT 990**  
Research Seminar

**GSR 960**  
Introduction to Ethics

**GSR 979**  
Introduction to Instructional Skills

## Year 2

Thesis work

**"The best way to predict  
your future is to create it."  
- Peter Drucker**

THIS SOUNDS LIKE SOMETHING FOR ME. BUT WHAT REQUIREMENTS DO I NEED TO APPLY?



- **Undergraduate business degree or a degree in an 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**
- **TOEFL** or equivalent for international students

- **Pay a non-refundable \$90.00 application fee**
- **Complete the online application** at [edwards.usask.ca/mscmarketing](https://edwards.usask.ca/mscmarketing). Please retain your Login ID and PIN information as you will need it throughout the application process
- **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**

I THINK THIS WOULD BE GREAT FOR ME TOO. HOW DO I APPLY?



**Are you marketing-minded like Liz or Marcus?**

**Apply today.**  
**Deadline is March 31st.**

**"A marketing mind is a  
terrible thing to waste."  
- You**



The Edwards School develops business professionals to build nations.

*The Edwards School of Business creates opportunities for dynamic learning and critical thinking. We are grounded in our values of authenticity and integrity. We embrace the teacher-scholar model, and deliver our mission through faculty with strong academic and professional expertise. Our culture celebrates diversity and embraces pluralism. We engage our stakeholders to build value in their communities.*



**UNIVERSITY OF  
SASKATCHEWAN**

explore.**usask.ca**

**Edwards School of Business**

25 Campus Drive  
Saskatoon, SK S7N 5A7 Canada  
Tel: (306) 966-8678  
Fax: (306) 966-5408  
Web: [www.edwards.usask.ca/mscmarketing](http://www.edwards.usask.ca/mscmarketing)  
Email: [mscmarketing@edwards.usask.ca](mailto:mscmarketing@edwards.usask.ca)

Follow us  [facebook.com/EdwardsMScMarketing](https://facebook.com/EdwardsMScMarketing)