

## MSc in Management Marketing Stream Sample Program Plan

All Goodman MSc program plans are carefully designed in consultation with your thesis supervisor to include specialized MSc courses in relevant subject areas.

### Brock University

Graduate Programs Office

#### Year 1

##### Fall (Term 1)

MSCM 5P01  
Research Methodology I

MSCM 5N01  
Research Seminar I

MSCM 5P61  
Current Issues in Marketing Theory

One of the following courses:

MSCM 5P63 Advances in New Product Development

MSCM 5P64 Selected Readings in Consumer Behavior

MSCM 5P65 Advances in Strategic Market Management

MSCM 5P66 Advances in Business-to-Business Marketing

MSCM 5P67 Advances in International Marketing

MSCM 5P68 Advances in Services Marketing

##### Winter (Term 2)

MSCM 5P02  
Research Methodology II

MSCM 5N02  
Research Seminar II

MSCM 5P62  
Consumer Behaviour and Behavioural Decision Theory

1 half credit graduate elective

#### Summer (Term 3)

MSCM 5P90 Thesis Research Proposal

#### Year 2

##### Fall (Term 4)

MSCM 5F90  
Thesis in Management

MSCM 5N03  
Research Seminar III

##### Winter (Term 5)

MSCM 5F90  
Thesis in Management

MSCM 5N04  
Research Seminar IV