



Master of Science in Management - Marketing Stream Sample Program Plan

Brock University

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

Year 1

Fall (Term 1)

MSCM 5P01
Research Methodology I

MSCM 5N01
Research Seminar I

Winter (Term 2)

MSCM 5P02
Research Methodology II

MSCM 5N02
Research Seminar II

The following courses are also required for the MSc in Management Marketing specialization.

MSCM 5P61
Current Issues in Marketing Theory

MSCM 5P62
Consumer Behaviour and Behavioural
Decision Theory

1 half credit graduate elective

Plus ONE of the following

- MSCM 5P63** Advances in New Product Development
- MSCM 5P64** Selected Readings in Consumer Behaviour
- 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

Spring (Term 3)

MSCM 5P90
Thesis Research Proposal

Year 2

Fall (Term 4)

MSCM 5F90
MSc Thesis

MSCM 5N03
Research Seminar III

Winter (Term 5)

MSCM 5F90
MSc Thesis

MSCM 5N04
Research Seminar IV