



MMKG

Master of Marketing

2020-2021

Academic Handbook



Student Services & International Relations
studentservices@schulich.yorku.ca
SSB W263 | 416-736-5303

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Can't find what you're looking for? Check the Graduate Academic Handbook!



Review important information about:

- tuition and fees
- scholarships and financial aid
- exams, grades and conduct
- petitions and appeals
- student services and enrolment
- student life and clubs
- libraries, transit, childcare, health services

Available on the [Current Graduate Students webpage](#) under "Quick Links"

Disclaimer

The material contained in this Handbook has been submitted by the administrative departments and academic units concerned. All general information and course references have been checked for accuracy as much as possible. If errors or inconsistencies do occur, please bring these to the attention of the responsible department. York University reserves the right to make changes to the information contained in this publication without prior notice.

It is the responsibility of all students to familiarize themselves each year with the information contained in this handbook, as well as with any additional regulations relating to academic policy as communicated by the Division of Student Services and International Relations in the Schulich School of Business.

It is the responsibility of all students to be familiar with the specific requirements associated with the degree, diploma or certificate sought. While advice and counseling are available, it is the responsibility of each student to ensure that the courses in which registration is affected are appropriate to the program requirements of the Schulich School of Business.

While the University will make every reasonable effort to offer courses and classes as required within programs, student should note that admission to a degree or other program does not guarantee admission to any given course or class.

Every student agrees by the act of registration to be bound by the regulations and policies of York University and of the Schulich School of Business.

In the event of an inconsistency between the general academic regulations and policies published in student handbooks and calendars, and such regulations and policies as established by the Schulich School of Business and Senate, the version of such material as established by the Schulich School of Business and the Senate shall prevail.

York University Policies

York University disclaims all responsibility and liability for loss or damage suffered or incurred by any student or other party as a result of delays in or termination of its services, courses, or classes by reason of force majeure, fire, flood, riots, war, strikes, lock-outs, damage to University property, financial exigency or other events beyond the reasonable control of the University.

York University disclaims any and all liability for damages arising as a result of errors, interruptions or disruptions to operations or connected with its operations or its campuses, arising out of computer failure or non-compliance of its computing systems.

York University is a smoke-free institution. Smoking is permitted in designated areas only.

Important Websites

| Resource | URL | Go here for... |
|--|--|---|
| The Schulich School of Business official website | schulich.yorku.ca | Program Information, Financial Aid, International Opportunities, Career Development Centre, MySchulich student portal |
| Schulich Current Graduate Students page | schulich.yorku.ca/current-students/graduate-students | Important Dates, Course Offerings, Wait List, Upcoming Events, Enrolment Details, Academic Petitions and Appeals |
| Student Services GradBlog | gradblog.schulich.yorku.ca | Student stories, Regular updates about courses, important dates, enrolment and events |
| York Online Services | currentstudents.yorku.ca | Enrolment & fees, Housing & Transportation, Academic Regulations & Grade Reports |
| Student Accessibility Services | accessibility.students.yorku.ca | Resources for academic and personal development, individual and group counselling, Learning Skills Workshops |
| Graduate Business Council | gbschulich.com | Mission statement, executive reps, student clubs, services and events |

2020-2021 Sessional Dates

| Fall 2020 | | | |
|--|---------------------------------|---------------------------------------|--|
| Activity | Term F2 | Term A | Term M |
| | <i>Most 3.00 credit courses</i> | <i>First-half 1.50 credit courses</i> | <i>Second-half 1.50 credit courses</i> |
| Class Start Date | Sept 14 | Sept 14 | Nov 2 |
| Class End Date | Dec 11 | Oct 26 | Dec 11 |
| Reading Week | Oct 27-30 | n/a | n/a |
| Examinations | Dec 12-18 | Oct 27-30 | Dec 12-18 |
| Last date to enrol without permission | Sept 18 | Sept 18 | Nov 6 |
| Last date to enrol with permission | Sept 25 | Sept 25 | Nov 13 |
| Last date to drop courses without academic penalty | Nov 13 | Oct 9 | Nov 27 |

| Winter 2021 | | | |
|--|---------------------------------|---|--|
| Activity | Term W2 | Term C | Term N |
| | <i>Most 3.00 credit courses</i> | <i>All first-half 1.50 credit courses</i> | <i>All second-half 1.50 credit courses</i> |
| Class Start Date | Jan 11 | Jan 11 | Mar 1 |
| Class End Date | Apr 12 | Feb 22 | Apr 12 |
| Reading Week | Feb 23-26 | n/a | n/a |
| Examinations | Apr 17-23 | Feb 23-26 | Apr 17-23 |
| Last date to enrol without permission | Jan 15 | Jan 15 | Mar 5 |
| Last date to enrol with permission | Jan 22 | Jan 22 | Mar 12 |
| Last date to drop courses without academic penalty | Mar 12 | Feb 5 | Mar 26 |

| Summer 2021 | | | |
|------------------|---------------------------------|---------------------------------------|--|
| Activity | Term S | Term E | Term G |
| | <i>Most 3.00 credit courses</i> | <i>First-half 1.50 credit courses</i> | <i>Second-half 1.50 credit courses</i> |
| Class Start Date | May 11 | May 11 | Jun 22 |
| Class End Date | Aug 2 | Jul 19 | Jul 31 |
| Examinations | Aug 4-7 | Jun 26 | Aug 4-7 |

2020-2021 Important Dates

| Date | Reminder |
|----------------|--|
| September 7 | Labour Day, University closed |
| September 10 | Last day to pay Fall 2020 fees without financial penalty |
| September 14 | Fall 2020 classes begin |
| October 12 | Thanksgiving, University closed |
| Mid-October | October 2020 convocation (date TBA) |
| October 27-30 | Reading Week. No classes, University open |
| December 11 | Last day of Fall 2020 classes |
| December 12-18 | Examination Week, Term F2 |
| TBA | Winter Break, University closed |
| January 10 | Last day to pay Winter 2020 fees without financial penalty |
| January 11 | Winter 2021 classes begin |
| February 15 | Family Day, University closed |
| February 23-26 | Reading Week. No classes, University open |
| April 2 | Good Friday, University closed |
| April 12 | Last day of Winter 2021 classes |
| April 17-23 | Examination Week, Term W2 |
| Late June | June 2021 convocation (date TBA) |
| July 31 | Deadline to apply for October 2021 convocation |

Find Important Dates & Reminders Online!
schulich.yorku.ca/current-students/graduate-students



Contact Us

The School's Division of Student Services & International Relations should be consulted on questions related to admissions, enrolment, registration, grade or course problems, financial assistance or special advising.



Meet us online!

schulich.yorku.ca/student-enrolment-services

| Title | Name | E-mail |
|--|-------------------------------|-----------------------------------|
| Associate Dean, Students | Kiridaran (Giri) Kanagaretnam | kkanagaretnam@schulich.yorku.ca |
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| Financial Aid | | |
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| Graduate International Program Coordinator | Cheryl Stickley | cstickley@schulich.yorku.ca |
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Program Director

Professor M. David Rice
Associate Professor of Marketing

Industry Advisor

Darren Farmer
Career Advisor,
Marketing & Sales

Academic Advising

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Student & Enrolment Services
aprilj@schulich.yorku.ca

Administrative Assistant

Sheila Sinclair
Faculty Secretary, Marketing Area
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Email: ssinclair@schulich.yorku.ca

Enrolment

Enrolment Process

Registration and Enrolment

- The course enrolment process at York is completed by students online
- The process of making enrolment changes at York is also automated (e.g. changing course sections, substituting one course for another by dropping one and adding another, or dropping a course)
- Students without immediate access to a computer may use on-campus terminals, including the library, computer lab, or the computers in the Schulich Student & Enrolment Services Office, W263
- Students normally enrol for Summer term courses in March and for Fall and Winter courses in June
- Enrolment is on a first-come, first-served basis
- Students cannot add or drop courses after the deadline (see page 4 for details)

Enrolment Blocks

All students having an outstanding balance of \$1,000.00 or more will be blocked from enrolling in the Summer, Fall and/or Winter terms.

Enrolment Access Notification

A student's Enrolment Access Period begins on the date and time posted online at currentstudents.yorku.ca. Enrolment access start dates are posted on the Registrar's Office website (registrar.yorku.ca) by selecting "Find out when I can enrol." Enrolment access times are determined according to the number of completed credits a student obtains. Schulich access periods begin on different days. Students with the highest number of credits completed begin first. Once the enrolment access has begun, it continues until the final date to enrol in courses for that term.

We recommend that students enrol as early as possible once their access period begins. We also encourage students to verify their enrolment periodically online.

Course Offerings And Withdrawals

The Master of Marketing is a one year, full-time program with a specialized set of courses. Students are not permitted to take additional courses within the MMKG program at Schulich or out of Faculty, except courses specified in the list of electives or by permission from the program director.

Course Withdrawals

- Dropping one or more courses will prevent a full-time student from completing the MMKG degree program within the prescribed program length and will result in withdrawal from the program
- See your academic advisor ahead of time to discuss the implications of dropping a course
- This program is offered on a full-time basis only

Other Enrolment Information

Course Cancellations

If a course is cancelled, Student & Enrolment Services immediately informs those enrolled via their Schulich e-mail.

Revised Course Offerings

Revisions to course offerings are also posted on the [Schulich Course Offerings database](#).

Revisions can include:

- cancelled courses
- new courses
- schedule changes (day/time)
- room changes
- new instructors

Additional enrolment information can be found in the Graduate Academic Policy Handbook: schulich.yorku.ca/handbooks.

Enrolment updates are also communicated to students via their academic advisors and e-mail updates from the Director, Student & Enrolment Services.

Master of Marketing (MMKG)

The MMKG curriculum will provide students with the critical analysis and decision making skills required of marketers today. Students will learn state-of-the-art digital marketing and research tools and grow their literacy in analytics, social media, advertising and consumer behaviour. Graduates of the program will be qualified for meaningful positions in private, public, or non-profit organizations, and equipped with the skills to advance to leadership roles in the future.

Graduates of the Master of Marketing program will:

- exhibit leadership and/or entrepreneurial qualities
- communicate effectively and act as a team player
- be well versed in modern digital marketing tools and the strategy, tactics and methods of marketing
- effectively manage marketing projects with an awareness of his/her organization's ethical and social responsibilities

PROGRAM LENGTH

- 12 months, 42.00 credits

GRADUATION REQUIREMENTS

To graduate, a student must achieve an overall GPA of at least 4.40 (B-). Students must complete the following to be eligible to graduate from the program(s):

- 36.00 credits of Required Core Courses
- 6.00 credits of Elective Courses

ORIENTATION

- Attendance is mandatory for MMKG orientation in September.

ACADEMIC ADVISOR

April J. Walker
Student & Enrolment Services
aprilj@schulich.yorku.ca

Pre-Start Program

The MMKG will require the completion of three terms of full-time study preceded by a mandatory pre-start program consisting of:

- Satisfactory completion of online courses in Accounting, Finance and Statistics.

Master of Marketing (MMKG)

Promotion Standards

1. Students enrolled in the Master of Marketing program will be reviewed as follows to determine whether or not they have met promotion requirements below:

- initial review upon completion of Term 2
- subsequent review at the end of each following term

2. To maintain their standing in the program, all students must maintain a GPA of at least 4.20 and not receive a grade of F in more than 3.00 credits of course work.

3. Students who do not meet these requirements will be withdrawn.

4. Students who fail a required course must retake it. Students who fail an elective course may retake it, or may elect to take another course. Students who re-take a failed course and receive a second failing grade will be withdrawn.

5. A student who has been withdrawn from the program is advised to seek the help of a Student & Enrolment Services advisor to discuss the best way forward. The student may petition to the Student Affairs Committee to be allowed to continue in the program without having met the promotion requirements.

Co-Curricular Opportunities



Future of Marketing Magazine

schulich.yorku.ca/future-of-marketing-magazine

MMKG students are in charge of curating and running the 'Future of Marketing' digital magazine. The Future of Marketing magazine is entirely student run and is the largest digital publication on the topic with over 46,000 viewers and 10,000+ followers. The magazine reports on the latest developments in marketing including artificial intelligence, facial recognition, AR/VR voice search, digital assistants, marketing automation, privacy and much more.

Future of Marketing Institute

futureofmarketinginstitute.com

MMKG students are active participants in the Future of Marketing Institute (FOMI). The Institute, which is sponsored by Schulich, is the premier global forum on teaching, research, and outreach on future of marketing topics. MMKG students are invited to write articles for FOMI and both participate and volunteer in various workshops and seminars held throughout the academic year.



MMKG at a Glance

| Master of Marketing (MMKG) | | |
|---|--|--|
| Term 1 (Fall) 15.00 credits | Term 2 (Winter) 15.00 credits | Term 3 (Summer) 12.00 credits |
| MSTM 5000 3.00 Business Communication & Team Dynamics | MKTG 6000 3.00 Marketing Field Project 1: Strategy | MKTG 6001 3.00 Marketing Field Project 2: Implementation |
| MKTG 5200 3.00 Marketing Management | MKTG 6140 3.00 Consumer Insights | MKTG 6550 3.00 Brand Management |
| MKTG 6050 3.00 Marketing Research | MKTG 6370 3.00 Marketing Analytics | MKTG 6810 3.00 Creativity in Marketing |
| MKTG 6560 3.00 Digital Marketing Strategy | MKTG 6570 3.00 Strategic Professional Selling | 6000-Level Marketing Elective (3.00 credits) |
| ACTG 5200 3.00 Financial Decisions for Managers | 6000-Level Marketing Elective (3.00 credits) | |

Core courses
 Elective credits*

*Students will be able to choose from any currently offered Marketing electives, which are shared with I/MBA students.



Explore the MMKG Online!
schulich.yorku.ca/programs/mmkg

Faculty

Throughout your Schulich Master of Marketing, you will be challenged by our award-winning faculty, who are experts in a broad range of functional and program areas as well as successful industry practitioners.

Program Director

M. David Rice
 BA (Manitoba); MS & PhD
 (Illinois)
 Associate Professor
 of Marketing

Ajay K. Sirsi
 Hons BComm (Delhi, India);
 MBA (Oklahoma); MA
 (Florida); PhD (Arizona)
 Associate Professor
 Marketing

Alexandra Campbell
 BA Hons (York); MBA & PhD
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 PhD (Queen's)
 Associate Professor of
 Marketing

Detlev Zwick

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 School of Business
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 & MBA & PhD (Witten/
 Herdecke University)
 Associate Professor of
 Marketing

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 Marketing

Peter Darke
 BSc (McMaster); MA & PhD
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 Professor of Marketing

Russell Belk
 BS & PhD (Minnesota)
 Professor of Marketing
 Kraft Foods Canada Chair in
 Marketing
 Distinguished Research

Professor

Theodore J. Noseworthy
 BComm (Ryerson); MBA &
 MSc
 (Guelph); PhD (Western)
 Associate Professor of
 Marketing
 Canada Research Chair in
 Entrepreneurial Innovation
 and the Public Good

Yigang Pan
 Professor of Marketing and
 International Business
 MPhil & PhD (Columbia)
 BA & MA (Beijing, China)

Course Descriptions

NOTE: Not all courses listed are offered every term. For full course details, visit the [Schulich Course Offerings database](#).



ACTG 5200 3.00 Financial Decisions for Managers

This course will provide students with an understanding of the financial implications of managers' decision making and how financial measures can be used to monitor and control business operations. Concepts will include capital budgeting, financial statements, break-even analysis, non-routine decision making, pricing decisions, profit and loss calculation, ROI, and Operating Budget and budgeted financial statements.

MKTG 5200 3.00 Marketing Management

This course familiarizes students with the major marketing concepts (buyer behaviour, segmentation, targeting, positioning, product/service development and management, pricing, distribution, communication). It stresses the application of these concepts to profit, not-for-profit, large, small, new, mature, service, product-based, domestic and international organizations. It also develops specific skills such as problem-solving, verbal presentation, business writing and group work.

MKTG 6000 3.00 Marketing Field Project 1: Strategy

In this course, students work with an assigned client to clearly establish outcomes for the client and to develop the most effective and efficient means by which to attain these outcomes. The course is intended to develop analytical skills, presentation skills, and an ability to work in time-sensitive environments.

MKTG 6001 3.00 Marketing Field Project 2: Implementation

In this course students work with their assigned client to implement their solution and to devise course corrections to their implementation plan as merited by the results that they are observing. Students learn key principles of project management and reflect on key ethical principles over the course of this project.

MKTG 6050 3.00 Marketing Research

This course develops students' understanding of basic and advanced market research methods. Students learn to evaluate completed research projects and conduct research studies, developing proficiency in defining research questions, developing research designs, selecting appropriate samples, conducting analysis and writing actionable management reports. Also examined are mobile research, brand maps, social media monitoring/metrics, Big Data, consumer surveillance and data privacy issues. Prerequisite: SB/MKTG 5200.030

MKTG 6140 3.00 Consumer Insights

Anticipating consumer response is at the heart of marketing strategy. Consumer theory provides a broad framework for effectively designing marketing research that speaks to strategy, as well as identifying key consumer insights in data interpretation. This course examines contemporary theories and research concerning common forms of consumer behaviour, and uses these concepts to provide practical insights into all aspects of the marketing mix. The topics relate to many different elements of the consumer behaviour process, including: perception, motivation, memory, self-concept, attitude judgment, choice, post-purchase responses, and consumer culture. Measurement, testing, and interpretation of consumer responses are emphasized throughout.

MKTG 6370 3.00 Marketing Analytics

Students learn methods and techniques to analyze and report on data generated from marketing activities. Common web analytic platforms such as Google Analytics will be reviewed and used to report on digital marketing activities. Key performance indicators (KPI), marketing dashboards, return on investment (ROI), customer satisfaction, loyalty and social media metrics will be generated and analyzed to meet the reporting needs of a broader marketing management strategy.

MKTG 6550 3.00 Brand Management

In the complex contemporary world of marketing management, Brand Management must be both an art and a science. This course applies marketing strategy to the challenge of gaining sustainable competitive advantage in the global marketplace of brands. With a fundamental focus on building and maintaining strong brands with loyal consumer bases, a range of topics and teaching techniques are utilized.

Prerequisite: SB/MKTG 5200 3.00

MKTG 6560 3.00 Digital Marketing Strategy

This course explores the ways in which digital marketing tools support overall marketing and business strategies. The course covers both fundamental strategic challenges as well as specific digital marketing tools. It will discuss which aspects of the business should be delivered online, and to inform executive decisions about how digital marketing environments affect communication, pricing, channel, targeting and positioning strategy.

MKTG 6570 3.00 Strategic Professional Selling

A highly lucrative and satisfying career path for students is in professional sales. In fact, many organizations require hires to spend time in sales before making the move into another function such as marketing. This is because sales is the only function in a business that is directly responsible for revenue generation, through interacting with the customer. The most successful sales professionals do not really "sell" anything; rather, they are customer relationship managers, matching the needs of their customers with firm offerings. In this course students will learn frameworks and tools that will help them succeed in professional sales.

MKTG 6810 3.00 Creativity in Marketing

In the practice of marketing, rapidly changing consumer expectations and experiences, shaped by new and emerging communication technologies require marketers to generate creative solutions to marketing problems. Creativity is now a requirement for marketing effectiveness. This course develops an understanding of the creative process and presents practical applications to enhancing creativity for marketing problems and opportunities.

MSTM 5000 3.00 Business Communication and Team Dynamics

This course will sharpen students' ability to communicate in both verbal and written formats. Students will learn how to design, create, manage, and work effectively within teams. The course uses a workshop format that relies heavily on in-class experiential learning, including small group exploration, class discussions, self-assessments and peer feedback, developing skills in communication and the management of team dynamics.



Contact Us

Student Services & International Relations
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