PRESENTED BY:  Susan Detmer; Chair, Academic Programs Committee

DATE OF MEETING: October 17, 2019

SUBJECT: Admissions Qualifications change – Master of Science (M.Sc.) in Marketing

DECISION REQUESTED: It is recommended:

That Council approve the proposed changes to the admissions qualifications for the Master of Science (M.Sc.) in Marketing for applicants admitted for September 2020 or later

PURPOSE: Changes to admissions qualifications require approval by University Council and confirmation by University Senate.

CONTEXT AND BACKGROUND:

The College of Graduate and Postdoctoral Studies (CGPS) and the Department of Management and Marketing are recommending a change to the admissions qualifications for the Master of Science (M.Sc.) in Marketing. The change will now allow students to submit a Graduate Record Examination (GRE) score equivalent to the current requirements of a 550 on the Graduate Management Admissions Test (GMAT) as an alternative required qualification for admission. Additionally, the requirement of a minimum score on a recognized standardized test (so the GMAT or the GRE) will be waived if the applicant’s admission average is 80% or higher or if the applicant has significant research experience.

The Department of Management and Marketing is proposing this change to increase the potential pool of applicants, recognizing that many students coming into the program are from non-business backgrounds. Additionally, the proposal to waive the minimum score requirement for a standardized test will allow
the department to provide a holistic evaluation of students’ abilities beyond single standardized measures.

The Graduate Programs Committee in CGPS considered this proposal on May 14, 2019 and September 16, 2019 and the Executive Committee of CGPS considered this proposal on September 25, 2019 and recommended approval of this change. The academic programs committee reviewed this proposal on October 2, 2019 and recommends that Council approve this change.

FURTHER ACTION REQUIRED:
University Senate will be asked to confirm this decision at its October 26, 2019 meeting.

ATTACHMENTS:

1. Proposal: Adjustment to Entrance Requirements for M.Sc. Marketing Program
MEMORANDUM

To: Academic Programs Committee of University Council

Copy: Dr. Maureen Bourassa, Marketing Graduate Chair, Edwards School of Business

From: Office of the Associate Dean, CGPS

Date: September 25, 2019

Re: Amendment to admission requirements for MSc in Marketing

On May 14, 2019, and September 16, 2019, the Graduate Programs Committee considered a proposal to amend the requirement for the Graduate Management Admission Test (GMAT) to allow an equivalent Graduate Record Examination (GRE), or to waive the requirement where applicants have a higher admission average and research experience.

Following the initial review in May 2019, the proponents revised the proposal providing additional details and clarifying that Educational Testing Service (ETS) provided a comparison tool that could be used as a mechanism for determining equivalent test scores. The Graduate Programs Committee was satisfied with the proposal, and the following motion was passed unanimously:

To recommend approval of the modification to the GMAT requirement for admission to the Master of Science in Marketing program. Tanaka/Morrison CARRIED

On September 25, 2019, the Executive Committee of CGPS reviewed the proposal, and approved the change with minor clarifications to the wording of the requirement.

The proposed change to the GMAT requirement is marked up as follows:

Admission Requirements

- GMAT Score of 550 or equivalent GRE.
  Results from one of the recognized standardized tests (GMAT or GRE) must be submitted. The requirement to satisfy the minimum score will be waived if the applicant's admission average is 80% or higher or if the applicant has significant research experience. Significant research experience could include the successful completion of a research-based undergraduate honours degree, successful completion of an extensive research project for an advanced undergraduate course, or a minimum of one year working as a research associate for a research group or firm.

Attached please find the proposal from the Department of Management and Marketing, along with supporting memos from the Executive Committee and the Graduate Programs Committee.

If you have any questions, please contact Kelly Clement at kelly.clement@usask.ca or 306-966-2229
MEMORANDUM

To: Academic Programs Committee (APC)

Copy: Dr. Heather Heavin, Chair CGPS Graduate Programs Committee

From: Dr. Trever Crowe, Chair, Executive Committee, CGPS

Date: September 25, 2019

Re: Amendment to admission requirements for MSc in marketing

On September 25, 2019, the Executive Committee (CGPS) considered a recommendation from the Graduate Programs Committee (CGPS) to approve the modification to the GMAT requirement for admission to the Master of Science in Marketing Program. (Tanka/Morrison).

Comments from the executive indicate that the proposal was complete fairly straightforward.

The executive committee approves the admission requirement modification of GMAT Score of 550 or equivalent GRE. The minimum score requirement for GMAT/GRE may be waived if the applicants’ admission average is 80% or higher or if the applicant has significant research experience. K.WALKER/H.HEAVIN all in favour CARRIED

If you have any questions please contact lori.lisitza@usask.ca on behalf of the Executive Committee.
MEMORANDUM

To: Executive Committee of CGPS

Copy: Dr. Maureen Bourassa, Marketing Graduate Chair, Edwards School of Business

From: Graduate Programs Committee

Date: September 19, 2019

Re: Amendment to admission requirements for MSc in Marketing

On May 14, 2019, and September 16, 2019, the Graduate Programs Committee considered a proposal to amend the requirement for the Graduate Management Admission Test (GMAT) to allow an equivalent Graduate Record Examination (GRE), or to waive the requirement where applicants have a higher admission average and research experience.

Following the initial review in May 2019, the proponents revised the proposal providing additional details and clarifying that Educational Testing Service (ETS) provided a comparison tool that could be used as a mechanism for determining equivalent test scores. The Graduate Programs Committee was satisfied with the proposal, and the following motion was passed unanimously:

To recommend approval of the modification to the GMAT requirement for admission to the Master of Science in Marketing program. Tanaka/Morrison CARRIED

The proposed change to the GMAT requirement is marked up as follows:

Admission Requirements

- GMAT Score of 550 or equivalent GRE. The minimum score requirement for GMAT/GRE may be waived if the applicant’s minimum grade average is 80% or higher or if the applicant has significant research experience. Significant research experience could include the successful completion of a research-based undergraduate honours degree, successful completion of an extensive research project for an advanced undergraduate course, or a minimum of one year working as a research associate for a research group or firm.

Attached please find the proposal from the Department of Management and Marketing.

If you have any questions, please contact Kelly Clement at kelly.clement@usask.ca or 306-966-2229
MEMORANDUM

TO: Graduate Programs Committee

FROM: Marjorie Delbaere
Graduate Chair, MSc Marketing, Department Head, Associate Professor
Edwards School of Business

DATE: July 30, 2019

RE: Adjustment to Entrance Requirements for MSc Marketing Program

The Edwards MSc Marketing Committee conducted a program and competitor review, and requests the Graduate Programs Committee approve the following program changes:

Current minimum entrance requirements for the Edwards MSc Marketing Program:

- Undergraduate business degree or a degree in a related field (e.g., psychology, economics)
- GPA of 70% (3.0/4.0)
- GMAT of 550
- Statement of goals and interests
- Resume or C.V.
- Three letters of reference—at least one from an academic reference
- TOEFL or equivalent (as set by U of S Grad Studies)

Proposed adjustments to the minimum entrance requirements for the MSc Marketing Program:

- GRE score equivalent to a GMAT score of 550. A conversion tool such as the one supplied by ETS (see URL) will be used to determine equivalent scores

- The minimum score requirement for GMAT/GRE can be waived if the applicant’s minimum grade average is 80% or higher or if the applicant has significant research experience. Significant research experience could include the successful completion of a research-based undergraduate honours degree, successful completion of an extensive research project for an advanced undergraduate course, or a minimum of one year working as a research associate for a research group or firm.

Rationale:
We are not proposing to adjust the minimum requirement for the GMAT score as we do recognize the message communicated by a lowered score. We are proposing to keep this
minimum score but to also allow applicants to submit scores from the GRE as an additional standardized test.

The most significant difference between the GMAT and the GRE is that the GRE is used as part of admissions for a wider variety of graduate school programs, while the GMAT is only used to apply to business schools. Many students in the MSc Marketing program come from non-business backgrounds (Psychology, Arts, Agriculture, Engineering, etc.) Therefore, in order to increase our potential student pool of applicants, we ask that our program be allowed to accept either the GMAT or GRE. When put in a GMAT/GRE converter, the proposed GRE score will be equivalent to a 550 GMAT score. The admissions committee will submit copies of these converted scores, as is currently done for the MSc Finance program admissions.

Our other proposed adjustment is to allow for the possibility of waiving the minimum score requirement for the GMAT/GRE if an applicant excels on other criteria, specifically a high grade average and/or significant research experience. This approach would provide a holistic evaluation of students’ abilities beyond single standardized measures and would allow the possibility of admitting otherwise strong applicants who fall short on the standardized test. This approach is consistent with admissions requirements for the MSc Marketing at Concordia University and the MBA Marketing at the University of Calgary (see table at end of memo).

### About the GRE and the GMAT

<table>
<thead>
<tr>
<th>GRE</th>
<th>GMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Why Take It</strong></td>
<td>The test is required for admission to most business schools.</td>
</tr>
<tr>
<td>The test is required for admission to most graduate schools and a growing number of business schools.</td>
<td></td>
</tr>
<tr>
<td><strong>Test Structure</strong></td>
<td>The GMAT consists of a 30-minute Analytical Writing section with one essay, a 30-minute Integrated Reasoning section, a 62-minute Quantitative Reasoning section and a 65-minute Verbal section.</td>
</tr>
<tr>
<td>The GRE consists of a 60-minute Analytical Writing section - with two essays at 30 minutes each. There are two 30-minute Verbal Reasoning sections. There's also a 30-35 minute experimental section that can be either math or verbal.</td>
<td></td>
</tr>
<tr>
<td><strong>Test Format</strong></td>
<td>The GMAT is a computer-adaptive test.</td>
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<tr>
<td>Offered as a computer adaptive by section exam. Paper version only offered in areas of the world where computer-delivered testing is not available.</td>
<td></td>
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<tr>
<td><strong>How It's Scored</strong></td>
<td>The overall, or composite, GMAT score ranges from 200 to 800 in 10-point increments.</td>
</tr>
<tr>
<td>Verbal and Quantitative scores from 130 to 170 in 1-point increments.</td>
<td></td>
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<tr>
<td><strong>Cost</strong></td>
<td>$205</td>
</tr>
<tr>
<td><strong>Testing Time</strong></td>
<td>$250</td>
</tr>
<tr>
<td>3.75 hours (Computer) -- 3.5 hours</td>
<td>3.5 hours</td>
</tr>
<tr>
<td>(Paper)</td>
<td></td>
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</tbody>
</table>

Source: [https://www.princetonreview.com/business/gmat-vs-gre](https://www.princetonreview.com/business/gmat-vs-gre)
Competitor Analysis
Currently our two biggest competitors, both in program design and geography, accept the GMAT or the GRE:

- MSc Marketing – University of Lethbridge
  - Minimum GMAT of 550 (GRE 310), with 4.0 in the Analytical Writing section
  - Source: https://www.uleth.ca/future-student/graduate-studies/master-science-management

- MSc Marketing – University of Manitoba
  - Results of a graduate aptitude test, preferably the Graduate Management Admissions Test (GMAT), with a minimum score of 600. The GRE will be accepted with a mean percentile score across the three areas similar to the current acceptable percentile level of the GMAT. GMAT and GRE scores must not be older than five years.
  - Source: http://umanitoba.ca/faculties/management/programs/graduate/msc_phd/msc-admission.html

Minimum Entrance Requirements for Marketing Graduate Programs in Canada

<table>
<thead>
<tr>
<th>Institution</th>
<th>Degree</th>
<th>Minimum Average</th>
<th>Standardized Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concordia</td>
<td>UG degree</td>
<td>3.0</td>
<td>GMAT 580; waived for GPA above 3.7 with research experience</td>
</tr>
<tr>
<td>MSc in Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U Lethbridge</td>
<td>4 year degree</td>
<td>3.0</td>
<td>GMAT 550; GRE 310</td>
</tr>
<tr>
<td>MSc in Marketing</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Brock</td>
<td>4 year degree</td>
<td>78%</td>
<td>GMAT 550 or GRE 60th percentile</td>
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<tr>
<td>MSc in Marketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guelph</td>
<td>4 year degree</td>
<td>B+</td>
<td>GMAT 600 or GRE 60th percentile</td>
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<tr>
<td>MSc in Marketing</td>
<td></td>
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<tr>
<td>Queen’s</td>
<td>4 year degree</td>
<td>B+/77%</td>
<td>GMAT 640; GRE 160 verbal, 163 quantitative Lower scores can be accepted</td>
</tr>
<tr>
<td>MSc (Management – Marketing)</td>
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<tr>
<td>UWO</td>
<td>MBA in Marketing</td>
<td>B</td>
<td>GMAT 600, but GRE is okay, lower score could be acceptable</td>
</tr>
<tr>
<td>UCalgary</td>
<td>4 year degree</td>
<td>3.0</td>
<td>GMAT 550; can be waived with 3.2 GPA in UG business degree</td>
</tr>
</tbody>
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