MSc in Food Economics and Marketing (full-time)
For students entering in 2017/8

Awarding Institution: University of Reading
Teaching Institution: University of Reading
Programme length: 1 year
Date of specification: 16/10/2017
Programme Director: Dr Giuseppe Nocella
Board of Studies: Graduate Institute of International Development, Agriculture and Economics

Summary of programme aims
The aim of the programme is to provide a detailed insight into economic aspects of food production, marketing and policy from agriculture through food processing and retailing to the consumer. The programme combines training in the skills of applied economics and marketing - including quantitative and qualitative research techniques - with an opportunity to apply them to a diverse range of contemporary food issues.

The programme enables students to:

- Acquire skills that will enable them to work as professional food and marketing economists in industry or government, or to proceed to a career in research;
- Develop a capacity to undertake research in the economic and social sciences;
- Develop critical, presentational and inter-personal skills

Transferable skills
In following this MSc programme, students will have the opportunity to further enhance their skills relating to communication (both written and oral), information handling, problem-solving, team working and use of information technology.

Programme content
Postgraduate Diploma programme content
The Postgraduate Diploma programme is a flexible programme comprising any 120 credits drawn from the MSc taught modules (excluding the dissertation) subject to agreement by the Programme Director.

Postgraduate Certificate programme content
The Postgraduate Certificate programme is a flexible programme comprising any 60 credits drawn from the MSc taught modules (excluding the dissertation) subject to agreement by the Programme Director.

MSc Food Economics and Marketing (180 credits):
Students take eight compulsory modules to total 90 credits and select a further 30 credits from a wide range of taught modules, subject to satisfying any module pre-requisites, to total 120 credits from the taught component of the programme. The student then additionally undertakes a dissertation project worth 60 credits.

Compulsory modules (150 credits)

<table>
<thead>
<tr>
<th>Code</th>
<th>Module title</th>
<th>Credits</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>APME20</td>
<td>Market and Trade Analysis</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>APME29</td>
<td>Advanced Marketing</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>APME54</td>
<td>Marketing Research Methods</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>APME59</td>
<td>Consumer Behaviour and Food Marketing</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>APME65</td>
<td>Advertising and Branding</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>APME67</td>
<td>Food Policy</td>
<td>10</td>
<td>7</td>
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<tr>
<td>APME71</td>
<td>Econometrics</td>
<td>20</td>
<td>7</td>
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<tr>
<td>IDM071</td>
<td>Research and Study Skills for Independent Learning</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>IDM072</td>
<td>Dissertation</td>
<td>60</td>
<td>7</td>
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</tbody>
</table>

Optional modules (30 credits*)

<table>
<thead>
<tr>
<th>Code</th>
<th>Module title</th>
<th>Credits</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>APME21</td>
<td>Policy Analysis</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>APME22</td>
<td>Consumer and Producer Theory</td>
<td>10</td>
<td>7</td>
</tr>
</tbody>
</table>
APME40 Qualitative Research Methods 10 7
APME70 Quantitative Methods 20 7
APME58 Resource and Environmental Economics 10 7
APME76 Resource and Environmental Economics 20 7
IDM063 Macroeconomics for Developing Countries 10 7
IDM077 Food Security and Development 10 7
APME66 Consumer Policy 10 7
ECM160 Macroeconomics for Developing Countries 20 7
AP3EC3 Contemporary Issues in Consumer Behaviour and Marketing 10 7
IDM098 Global Issues in Nutrition and Health 10 7

Support Module (non-credit bearing)
IDM089 Personal and Professional Development for International Students** 0 7

*The modules listed above are a sample of the modules available - students may select up to 20 of their optional credits from the modules in the module guide subject to timetabling constraints.
**The Personal and Professional Development programme is for international students (although some events will be open to all masters students)

Part-time or modular arrangements
The MSc, Diploma and Certificate programmes may be taken on a part-time basis by accumulating modular credits over an extended period. Arrangements must be agreed on a case by case basis with the Programme Director.

Progression requirements
N/A

Summary of Teaching and Assessment
Teaching is organised in modules that typically involve a combination of lectures and seminars. Some lecture based modules are supported by workshops or computer lab sessions. Modules are assessed by a combination of course work and/or formal examination. Examinations will normally take place at the beginning of the Summer Term.

The University’s taught postgraduate marks classification is as follows:

Mark Interpretation
70 - 100% Distinction
60 - 69% Merit
50 - 59% Good standard (Pass)

Failing categories:
40 - 49% Work below threshold standard
0 - 39% Unsatisfactory Work

For Masters Degrees
To pass the MSc students must gain an average mark of 50 or more overall including a mark of 50 or more for the dissertation. In addition the total credit value of all modules marked below 40 must not exceed 30 credits and for all modules marked below 50 must not exceed 55 credits.
Students who gain an average mark of 70 or more overall including a mark of at least 60 in the dissertation and have no mark below 40 will be eligible for a Distinction. Those gaining an average mark of 60 or more overall including a mark of at least 50 in the dissertation and have no mark below 40 will be eligible for a Merit.

For PG Diplomas
To pass the Postgraduate Diploma students must gain an average mark of 50 or more. In addition the total credit value of all modules marked below 40 must not exceed 30 credits and for all modules marked below 50 must not exceed 55 credits.
Students who gain an average mark of 70 or more and have no mark below 40 will be eligible for the award of a Distinction. Those gaining an average mark of 60 or more and have no mark below 40 will be eligible for a Merit.
For PG Certificate
To pass the Postgraduate Certificate students must gain an average mark of 50 or more. In addition the total credit value of all modules marked below 40 must not exceed 10 credits.

Admission requirements
Entrants to this programme are normally required to have a good honours degree (or equivalent from a University outside the UK) in Economics, Agricultural Economics or another subject with adequate training in economic principles and quantitative methods. Students whose first degree is not deemed suitable for direct entry may be allowed entry after following a 4-week pre-sessional course in economics.

The University requires all overseas students whose first language is not English to take either an IELTS (International English Language Testing System) or TOEFL (Teaching of English as a Foreign Language) proficiency in English test. A minimum test score of 6.5 (with no significant weakness in any area) in IELTS, or 590 (243 computer based test) in TOEFL, is required.

Admissions Tutor: The Programme Director is responsible for admissions.

Support for students and their learning
University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, In-sessional English Support Programme, the Study Advice and Mathematics Support teams and IT Services. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Personal Tutors, School Senior Tutors, the Students’ Union, the Medical Practice and the Support Centres. If a student has a general enquiry and is unsure where to seek help, they should visit their Support Centre. There are five Support Centres across the University, including one based at the London Road Campus. The Support Centre will be able to advise on matters such as extenuating circumstances, module selection, suspensions, withdrawals, timetable queries and transferring programme. The Support Centre will also be able to signpost students to Carrington building where other University services related to disability, financial support, counselling and wellbeing, accommodation and careers can be found. More information on what student services are available can be found here: [http://student.reading.ac.uk/essentials](http://student.reading.ac.uk/essentials).

A comprehensive 'Programme Handbook', which includes a detailed outline of the programme, its constituent modules and assessment guidelines, can be found on the Graduate Institute's Blackboard site. Day to day queries regarding academic matters (e.g. time-tableing) should be addressed in the first instance to the Support Centre (GU06) in the Agriculture Building or, where necessary, the Programme Director.

A Research and Study Skills module (IDM071) is available to support learning throughout the taught component of the programme and to develop independent learning skills required for successful completion of the Dissertation.

Career prospects
The broad scope of the MSc programme provides a suitable basis to enter posts in industry, government and non-governmental organisations. After some years of work experience, graduates might be a buyer for a food retailer, involved in business strategy or marketing for a food manufacturer, an economist in agribusiness, developing economic strategy in a government department or working as a policy analyst in an NGO.

Opportunities for study abroad or for placements
Not relevant during the taught component of the MSc, but with the explicit agreement of the Programme Director the Dissertation may be researched and written away from the University.

Programme Outcomes

Knowledge and Understanding

A. Knowledge and understanding of:

How economic forces impact upon the food chain in an international context; and how markets work (or

Teaching/learning methods and strategies

The compulsory modules in the programme provide the professional 'tool kit ' of the applied economist.
sometimes do not work) to co-ordinate economic activity. Consumer behaviour, marketing and marketing research methods of relevance to the food industry. The issues that arise when considering the likely economic impact of government intervention, and of the framework, and constraints, within which policy is formulated. Quantitative and qualitative techniques, including econometrics.

Various optional modules allow this ‘tool-kit’ to be expanded, reflecting the individual student’s background and interests. Knowledge and understanding is gained through a framework of lectures, seminars, and practical classes reinforced and extended by guided reading. A variety of course work gives further opportunities for building knowledge and the application of techniques. The dissertation is a significant opportunity for the student to use these skills.

Assessment
Combinations of coursework and formal examinations are used to assess basic knowledge. The dissertation is seen as a major test of the successful application of these skills.

Skills and other attributes

**B. Intellectual skills - able to:**

Assimilate, evaluate and synthesise knowledge from a variety of academic and other sources
To discriminate between relevant and irrelevant information
Think logically
Develop and present coherent, structured and well balanced arguments
Analyse problems and apply appropriate problem solving techniques
Plan, conduct and report on a research project

**Teaching/learning methods and strategies**

Critical evaluation of the literature and the application of economic and business method are developed through a variety of modules. Skills 5 and 6 are addressed explicitly by the dissertation.

**Assessment**
Most parts of the programme assess these skills through a combination of coursework and formal examination.

**C. Practical skills - able to:**

Collect, analyse and interpret economic and marketing data
Understand survey techniques, and statistical appraisals
Assess the role and impact of government intervention
Plan and execute a research project
Draft written reports
and, depending on the options chosen,
Construct marketing and business plans

**Teaching/learning methods and strategies**

Development of these skills feature in the compulsory modules, and in preparing the dissertation. For example: skill 2 is addressed by ‘Qualitative Research Methods’ and ‘Quantitative Methods’ skill 3 is the focus of ‘Policy Analysis’ and skill 4 is addressed in ‘Dissertation Preparation’ and reflected in the execution of the dissertation.

**Assessment**
These skills are assessed by a combination of coursework and examination, and in the dissertation.

**D. Transferable skills - able to:**

Use IT (word processing, spreadsheets, statistical packages and databases).
Communicate ideas in a variety of written styles and lengths
Give oral presentations to small groups
Make effective contributions to group discussions and ask well considered questions
Effectively use library and WWW resources to search and retrieve information
Manage time effectively

**Teaching/learning methods and strategies**

Many of the transferable skills are embedded within a wide variety of modules within the degree. Use of IT data management and analysis occurs within individual modules, for example ‘Econometrics’.

**Assessment**
Transferable skills are largely assessed through coursework assignments; but skills 5 and 6 are particularly reflected in writing the dissertation.
Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.