

## Programme Specification

**BSc Food Marketing and Business Economics**  
**For students entering Part 1 in September 2019**

**UCAS Code: D670**  
**UFFDMBE**  
**UFFDMBEWY**

**This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.**

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	3 years
Length of Programme with placement/year abroad	
Accreditation	

### **Programme information and content**

The programme aims to provide you with a degree-level education in marketing and business economics together with training in the application of these disciplines to some of the key challenges facing the UK, European and global food industry.

The degree draws on the University's internationally recognised expertise in the food chain and its excellent links with industry. Based in the Department of Food Economics and Marketing it benefits from close links with the Chartered Institute of Marketing's Sector Interest Group for the food industry and a thriving marketing community with social and professional events organised by a student-led Marketing Society.

As a graduate of Food Marketing and Business Economics, you will be particularly well-placed to move into a range of business and related roles within the food industry. Previous students have gone on to work for a wide range of companies, both big and small, including Mars, Sainsbury's, Kellogg's, Unilever, and Waitrose.

The development of applied research skills features strongly in this degree including a marketing research project for a real food company and a final year dissertation on a food-related topic tailored to your interests.

You have the option of studying this degree over four years with a placement year as the third year. Our placement students have worked in sales and marketing, buying, product development, advertising, brand development, business administration, social media and communications strategy. You will be given training and advice by our careers and placements team to find a suitable placement, to enhance the quality of your placement applications and offered on-going support during your placement year.

During the course of their studies at Reading, all students will be expected to enhance their academic and personal transferable skills. In following this programme, students will have had the opportunity to develop such skills, in particular relating to analytical and critical thinking, problem solving, numeracy, research design, information handling, report writing,

communication (both written and oral), team working, use of information technology and career management and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside their curriculum.

Part 1:	Part 1 introduces the underlying concepts and principles relating to marketing, management and economics together with an overview of the food industry in the UK and the value chain from ‘farm to fork’. Students will also start to develop quantitative and qualitative research skills relevant to applied economists, marketers and business managers. In Part 1 the range of options on offer is designed to give students the flexibility to select subjects outside their main degree area if they wish.
Part 2:	Part 2 build on the foundations from Part 1 and further develops knowledge and critical understanding of food economics, consumer behaviour and marketing. Decision making tools for business, marketing and financial management are also addressed in this part of the degree, as are research methods and data analysis techniques. Project management skills, teamwork and the ability to apply research skills are reinforced by a food business project linked to a real food business. Students are exposed to professional practice through this research and other interactions with the food industry embedded in the degree. Options in Part 2 provide opportunities for students to delve in greater depth into areas closely aligned to their degree such as, digital marketing, entrepreneurship, food product development and food retailing.
Part 3:	<p>Part 3 modules focus on and debate some of the key strategic questions faced by managers, marketers and policy makers working within the food industry both nationally and internationally. You will become familiar with the frameworks for analysing these questions and the main contemporary perspectives on how they may be resolved.</p> <p>While a key dimension of the degree and business success is identifying market opportunities, businesses also needs to be competitive in delivering the product to consumers, hence Part 3 also includes the principles of supply chain management and the regulatory framework surrounding food business.</p> <p>In Part 3 you will also have the opportunity to showcase the skills in research and enquiry you have developed in the degree through an independent research project on a topic of your choice.</p> <p>Options in Part 3 offer opportunities to further specialise, for example in consumer attitudes, advertising and branding, and human resource management.</p>

**Module information**

Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

**Part 1 Modules:**

Module	Name	Credits	Level
AP1EE1	Economics 2	10	4
AP1EE3	Economics 1	10	4
AP1EF1	The UK Food Chain	10	4
AP1EM1	Introduction to Marketing	10	4
AP1EQ3	Qualitative Research Methods	10	4
AP1EQ4	Quantitative Methods 1	10	4
AP1EX1	Applied Project	10	4
AP1SB1	Introduction to Management	10	4

Your remaining credits will be made up of optional modules from selected modules from the School of Agriculture, Policy and Development and across the University, subject to Programme Director approval and timetabling constraints. Students also have the option to select a language module.

**Part 2 Modules:**

Module	Name	Credits	Level
AP2EC1	Consumer Behaviour	10	5
AP2EE4	Economics 3	10	5
AP2EM1	Marketing Management	10	5
AP2EQ1	Research Methods and Data Analysis	10	5
AP2EQ4	Quantitative Methods 2	10	5
AP2EX1	Food Business Group Project I (including Career Planning)	10	5
AP2SB1	Business Management	10	5
AP2SB2	Financial Management	10	5
FB2FC1	Food Choice and Regulation	10	5

Your remaining credits will be made up of optional modules from selected modules from the School of Agriculture, Policy and Development and across the University, subject to Programme Director approval and timetabling constraints. Students also have the option to select a language module.

**Modules during a placement year or study year (if applicable):**

If you are undertaking a year-long placement or a year-long study abroad, students will take one 120 credit module as follows:

Module	Name	Credits	Level
AP2PP1	Professional Placement	120	5
Or			
AP2SA3*	Professional Placement with Study Abroad Experience	120	5
Or			
AP2SA1*	Study Abroad Year	120	5

As part of the Placement Year, students have the option to take either a full year (minimum of 40 weeks) in full time employment or, with approval from the module convenor and programme director, a shorter work placement (minimum of 20 weeks) combined with a study abroad semester. Students can also select a full year of study abroad. \*Students will only be eligible for AP2SA3 and AP2SA1 if they meet the criteria and if places are available in overseas institutions – places are not guaranteed.

Students may be permitted to undertake a placement year or a study abroad year between Part 2 and Part 3 of the programme. In such cases students will transfer to a 4-year programme. The placement or study abroad year should not normally be shorter than nine months full-time.

If you take a year-long placement or study abroad, Part 3 as described below may be subject to variation.

### Part 3 Modules:

Module	Name	Credits	Level
AP3EB1	Business Strategy	10	6
AP3EB3	Supply Chain Management	10	6
AP3EM1	Marketing Strategy	10	6
AP3EP1	Regulation of the Food Industry	10	6
AP3EX1	Food Business Group Project 2	10	6
AP3EX5	Independent Research Project	40	6

Your remaining credits will be made up of optional modules from selected modules mainly from the School of Agriculture, Policy and Development and across the University, subject to Programme Director approval and timetabling constraints.

### Optional modules:

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your Programme is set out in the Further Programme Information. Details of optional modules for each part, including any Additional Costs associated with

the optional modules, will be made available to you prior to the beginning of the Part in which they are to be taken and you will be given an opportunity to express interest in the optional modules that you would like to take. Entry to optional modules will be at the discretion of the University and subject to availability and may be subject to pre-requisites, such as completion of another module. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

### **Additional costs of the programme**

Study Abroad costs will be determined by the host institution and by the student's own study-related travel, subsistence and accommodation requirements. Costs may be incurred for optional modules not listed here. These may vary according to module choice and are subject to inflation and other price fluctuations.

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### **Placement opportunities**

If you take the 4 year degree with Placement Year, you are required to undertake a compulsory placement as part of your Programme (see section above on Placement). You will be supported in finding this placement.

### **Teaching and learning delivery:**

You will be taught through lectures, seminars/tutorials, practicals and supervised project work.

The contact hours for your Programme will be approximately 240-280 hours per year and will depend upon your module combination; however information about module contact hours can be located in the relevant module descriptions.

### **Accreditation details**

N/A

### **Assessment**

The programme will be assessed through a combination of written examinations and coursework, assessed via a range of methods.

### **Progression**

The University-wide rules relating to 'threshold performance' as follows

Part 1

To gain a threshold performance at Part 1 a student shall normally be required to

- (i) obtain an overall average of 40% over 120 credits taken in Part 1; and
- (ii) obtain a mark of at least 30% in individual modules amounting to not less than 100 credits taken in Part 1; and

In order to progress from Part 1 to Part 2 of this programme, a student shall normally be required to achieve a threshold performance at Part 1 and

- (iii) achieve a credit weighted average mark of not less than 40% over the compulsory modules (AP1EE1, AP1EE3, AP1EF1, AP1EM1, AP1EQ3, AP1EQ4, AP1EX1, AP1SB1); and

- (iv) a mark of not less than 30% in each compulsory module.

If you gain a threshold performance at Part 1 and do not proceed to achieve a higher award, you are eligible to receive the award of Certificate of Higher Education. The Part 1 Examination does not contribute to the classification of your degree.

#### Part 2

The Part 2 examination is used to assess a student's suitability to proceed to Part 3 of their programme. It also determines eligibility for the Diploma of Higher Education. In addition, the marks achieved in the Part 2 Examination contribute to the classification of your degree.

To gain a threshold performance at Part 2, a student shall normally be required to achieve:

- (i) a weighted average of 40% over 120 credits taken at Part 2; and
- (ii) marks of at least 40% in individual modules amounting to not less than 80 credits; and
- (iii) marks of at least 30% in individual modules amounting to not less than 120 credits, except that a mark below 30% may be condoned in no more than 20 credits of modules owned by the Department of Mathematics and Statistics.

In order to progress from Part 2 to Part 3, student must achieve a threshold performance at Part 2. If you gain a threshold performance at Part 2 and do not proceed to achieve a higher award, you are eligible to receive the award of Diploma of Higher Education.

#### Placement Year/Year Abroad (or combination thereof)

Students are required to pass their year out in order to progress on the programme which incorporates the placement year, study abroad year or combination thereof.

Students who fail the placement year transfer to the non-placement year version of the programme.

#### **Classification**

The University's honours classification scheme is based on the following:

Mark	Interpretation
70% - 100%	First class
60% - 69%	Upper Second class
50% - 59%	Lower Second class

40% - 49%	Third class
35% - 39%	Below Honours Standard
0% - 34%	Fail

The weighting of the Parts/Years in the calculation of the degree classification is:

Three-year programmes

Part 2 one-third

Part 3 two-thirds

Four-year programmes, including placement year or study abroad:

Normally:

Part 2 one-third

Placement Year not included in classification

Part 3 two-thirds

(Where a student fails a placement year or study abroad year, which does not contribute to classification they transfer to the three-year version of the programme)

**For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.**

BSc Food Marketing and Business Economics for students entering Part 1 in session 2019/20

8 May 2019

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