

Programme Specification

BSc Consumer Behaviour and Marketing

For students entering Part 1 in September 2024

UCAS Code: CN85

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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	BSc Consumer Behaviour and Marketing with Placement Year - 4 years (UCAS Code: NC58)
Accreditation	Chartered Institute of Marketing (CIM)
QAA Subject Benchmarking Group	Agriculture, Horticulture, Forestry, Food and Consumer Sciences

Programme information and content

We live in a consumer-driven society. This BSc Consumer Behaviour and Marketing course enables students to understand how consumers think, and how this is essential to marketing and the formulation of policy.

The Consumer Behaviour and Marketing programme explores the theory and practice of consumer science and core principles of marketing. We aim to introduce students to a range of degree-level multidisciplinary subjects in consumer behaviour and marketing to develop an understanding of the psychology of a consumer. Students will explore how the consumer influences, and is influenced by, the socio-economic environment, how consumer choices are made, how they can be modified and how the marketing of goods and services is interactively shaped by consumer needs, values and culture.

On this programme, students have the opportunity to apply their knowledge to chosen fields of interest. Among others, students will develop core skills in the areas of consumer behaviour, marketing, consumer psychology, economics and marketing research methods. A wide variety of options from across the University will enable students to focus on those most relevant to their interests and objectives.

Training in the application of these disciplines is key to the development of knowledge and transferable skills. Students will develop an understanding of the challenges and opportunities that exist in the wider consumer sector, for example the design and development of effective marketing and consumer policy strategies. Students will also learn to critically analyse the socio-cultural, economic, technological, environmental and ethical contexts shaping consumer choice. Students registered on the 4-year programme are expected to undertake a period of professional training between Parts 2 and 3, either in the UK or internationally. During the course of your studies at Reading, you will be expected to develop your academic and personal transferable skills, including analysis and critical

thinking, problem solving, numeracy, research design, information handling, report writing, written and oral communication, team working, use of information technology and career management. Students will be encouraged to enhance these skills through a variety of opportunities available outside their curriculum.

Part 1:	Provides a grounding in marketing, consumer psychology and economics through a range of mediums, including practice-based projects, lectures and practical sessions. Students will be given training in economics and the mathematical and statistical ideas used by applied economists and business managers, in addition to developing skills in the acquisition, interpretation and presentation of quantitative and qualitative data for consumer research.
Part 2:	Enables students to build on learning from Part 1 with a particular emphasis on consumer attitudes and behaviour, digital marketing and management. Students will also apply your research skills and knowledge in a branding project in partnership with Henley Business School. Available options provide an opportunity to develop a critical understanding in an area of interest such as, entrepreneurship or food retailing.
Placement/Study abroad year:	Students can work for a year away from Reading between Part 2 and Part 3 as part of the 4-year programme.
Part 3:	Gives you the opportunity to focus more deeply on the consumer behaviour context, with in-depth exploration of marketing strategy, and contemporary marketing issues such as sustainable consumption, consumer culture, ethics and policy. You will have the option to complete an independent research project (dissertation) and/or an applied marketing project, the output of which closely aligns with the Chartered Institute of Marketing (CIM) Certificate qualifications. Students may also continue to apply their knowledge-base in a number of fields including business, digital marketing, entrepreneurship and food. The emphasis in Part 3 is on the continued development of research skills and enquiry culminating in a dissertation or project in an area of interest.

Programme Learning Outcomes - BSc Consumer Behaviour and Marketing	
During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:	
	Learning outcomes
1	Development of relevant skills related to traditional and digital marketing, branding and management through a range of media.

2	Apply the theory of consumer psychology with an emphasis on consumer attitudes and behaviour through a range of media.
3	Apply key economic concepts to real world problems at the individual, business, and country level
4	Development of skills in the acquisition, analysis, interpretation and presentation of quantitative and qualitative data for consumer research.
5	Develop understanding of and apply economics, mathematical and statistical principles ideas used by applied economists and business managers.
6	Development of business and academic writing ability along with critical analysis of literature.
7	Outline the main features of contemporary environmental challenges and summarise contrasting viewpoints on causes of sustainability problems and responses in relation to the producer-consumer relationship.
8	Exploration of contemporary marketing issues such as sustainable consumption, consumer culture, ethics and policy.
9	Ability to formulate ideas, critically evaluate and create marketing strategy and solutions to real world marketing problems.
10	Apply theory to practice to develop critical employability skills through independent research, teamwork and project management.
11	By the end of the Placement Year programme, students will have contextualised their academic learning in a placement role relevant to their programme of studies and developed their professional experience, skills and knowledge, contributing significantly towards their continuous learning and career prospects as graduates.

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

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
AD1CPS	Consumer Psychology	20	4
AD1EEN	The Economic Environment	20	4
AD1FMM	The Fundamentals of Management and Marketing	20	4
AD1GLS	Global Sustainability: Challenges and Prospects	20	4
AD1RBM	Research and Professional Skills for Business and Marketing	20	4

Your remaining credits will be made up of optional modules from the School of Agriculture, Policy and Development and from an approved list. Selection will be subject to timetabling constraints.

Part 2 Modules:

Module	Name	Credits	Level
AD2AMM	Applied Marketing and Management	20	5
AD2CAB	Consumer Attitudes and Behaviour	20	5
AD2DIM	Digital Marketing	20	5
AD2RDA	Research Methods and Data Analysis	20	5
MM299	Branding Theory and Practice	20	5

Your remaining credits will be made up of optional modules from the School of Agriculture, Policy and Development and from an approved list. Selection will be subject to timetabling constraints.

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

Module	Name	Credits	Level
AD2PPY	Professional Placement Year	120	5

As part of the Placement Year, students have the option to take a full year (minimum of 40 weeks) in full time employment.

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
AD3CIC	Contemporary Issues in Consumer Behaviour and Marketing	20	6
AD3MST	Marketing Strategy	20	6

Students must choose a minimum of 20 credits to a maximum of 60 credits of the following two modules:

Module	Name	Credits	Level
AD3INP	Independent Research Project	40	6
And/or			
AD3APR	Applied Marketing Project	20	6

Your remaining credits will be made up of optional modules from the School of Agriculture, Policy and Development and from an approved list. Selection will be subject to timetabling constraints.

Placement opportunities

You have the opportunity to undertake a credit-bearing placement as part of your Programme. This will form all or part of an optional module. You will be required to find and secure a placement opportunity, with the support of the University.

Optional modules:

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. 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.

Teaching and learning delivery:

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

Elements of your programme will be delivered via digital technology.

The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about module study hours including contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Accreditation details

This course is recognised by the Chartered Institute of Marketing (CIM) as an Accredited Degree, enabling graduates to receive exemptions from all but one module of the Certificate in Professional Marketing or Certificate in Professional Digital Marketing qualification, or exemptions from all but two CIM modules for the Diploma in Professional Marketing qualification or Diploma in Professional Digital Marketing.

Assessment

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

Progression

Part 1

To achieve a threshold performance at Part 1, a student will normally be required to:

- (i) Obtain an overall average of 40% over 120 credits taken in Part 1;
- (ii) Obtain a mark of at least 40% in individual modules amounting to not less than 80 credits taken in Part 1; and
- (iii) Obtain marks of at least 30% in modules amounting to 120 credits.

In order to progress from Part 1 to Part 2, a student must achieve a threshold performance.

The achievement of a threshold performance at Part 1 qualifies a student for a Certificate of Higher Education if they leave the University before completing the subsequent Part.

Transferring from a Joint Honours to a Single Honours programme

Students are able to transfer from a Joint Honours to a Single Honours programme in one of their joint subject areas at the end of Part 1, subject to fulfilling the Part 1 University Threshold Standard, achieving marks of at least 40% in at least 40 credits of modules in the subject to which they wish to transfer, and fulfilling any programme-specific progression rules for the Part 1 Single Honours Programme to which they wish to transfer.

Students who transfer from a Joint Honours to a Single Honours programme may not have taken all of the Part 1 modules listed in the Single Honours Programme Specification. The modules which they have taken will be shown on their Diploma Supplement.

Part 2

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

- (i) Obtain a weighted average of 40% over 120 credits taken in Part 2; and
- (ii) Obtain marks of at least 40% in individual modules amounting to at least 80 credits taken in Part 2; and
- (iii) Obtain marks of at least 30% in individual modules amounting to at least 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, a student must achieve a threshold performance.

The achievement of a threshold performance at Part 2 qualifies a student for a Diploma of Higher Education if they leave the University before completing the subsequent Part.

Professional/placement year

Students are required to pass the professional placement year/study abroad year in order to progress on the programme which incorporates the professional placement year/study

abroad year. Students who fail the professional placement year/study abroad year transfer to the non-placement year version of the programme.

Classification

Bachelors' degrees

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 study abroad

Part 2: one-third

Study abroad: Year abroad not included in the classification

Part 3: two-thirds

The classification method is given in detail in: [Section 17](#).

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.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2023.

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 Consumer Behaviour and Marketing for students entering Part 1 in session 2024/25
7 July 2023

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