

## **BSc Consumer Behaviour and Marketing**      **UCAS code: CN85**

### **Degree Programme Specification**

<b>Awarding Institution:</b>	University of Reading
<b>Teaching Institution:</b>	University of Reading
<b>Relevant QAA subject Benchmarking Group(s):</b>	Agriculture, Food and Forestry Economics, Business Management
<b>Programme length:</b>	3 years
<b>Relevance and applicability:</b>	For students entering Part 1 in 2007
<b>Date of specification:</b>	December 2007
<b>Programme Director:</b>	Dr A E Lobb
<b>Board of Studies:</b>	Agriculture, Policy and Development

### **Summary of programme aims**

Students are introduced to a range of degree-level multidisciplinary subjects in consumer behaviour and marketing with applied psychology to develop an understanding of the psychology of a consumer and how the consumer influences, and is influenced by, the socio-economic environment.

Students have the opportunity to apply their knowledge to chosen areas of interest as well as developing core skills in the areas of consumer behaviour, marketing, applied psychology, economics and research methods. A wide variety of options from across the University are available to students making it possible for them to focus throughout their degree on, for example, Food, Nutrition and Health, although this is only one of the pathways provided.

Training in the application of these disciplines is key to the development of knowledge and transferable skills for the student as well as the challenges faced and issues addressed in the wider consumer sector, for example an understanding and contributing to the design and development of more efficient and effective marketing and policy strategies.

The degree is to be submitted for accrediting by the Institute of Consumer Sciences (UK).

### **Transferable skills**

The University's Strategy for Teaching and Learning has identified a number of generic transferable skills that all students are expected to have developed by the end of their degree programme. In following this programme, students will have had the opportunity to enhance their skills relating to career management, communication (both written and oral), information handling, numeracy, problem solving, team working and use of information technology.

## Programme content – Consumer Behaviour and Marketing

### Part 1 (three terms, 120 credits) 2007/8

		<i>Credits</i>	<i>Level</i>	<i>Term</i>
<b>Compulsory modules (90 credits):</b>				
AP1EE3	Economics 1	10	C	1
AP1EE1	Economics 2	10	C	2
AP1EM1	Introduction to Marketing	10	C	2
AP1EQ3	Qualitative Research Methods	10	C	1
AP1EQ4	Quantitative Methods 1	10	C	2
AP1EX1	Applied Project (on Consumer Trends)	10	C	1,2
AP1SCMS	Career Management Skills		I	3
PY1PL	Perception & Learning	10	C	1
PY1CA	Cognition & Applied Psychology	10	C	2
PY1DS	Developmental & Social Psychology	10	C	2

### Optional modules (30 credits):

Students must select options totalling 30 credits from the recommended modules below or from across the University subject to timetabling constraints providing entry requirements are fulfilled<sup>1</sup>:

AP1EF1	The UK Food Chain	10	C	1
AP1SB1	Introduction to Management	10	C	1
FB1GFA	Topics in Food and Biotechnology A	10	C	1
IWLP	University-Wide Language Programme	20	C	1,2
PM1PB2	Human Physiology	20	C	1,2
PO1MOP	Politics II: Modern Politics	20	C	1,2
PP1VV	Philosophy Values and Virtues	20	C	1
PY1IN~	Introduction to Neuroscience	10	C	1
HC1SOC	Introduction to Sociology	20	C	1
RP1STU**	Student Tutoring	0	C	1, 2

(~ Compulsory to continue to PY24C in part 2)

(\*\*This is an additional voluntary module which does not count towards your 120 credits)

\*On PY modules 'for CH' in the titles indicates 'for Combined Honours'

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<sup>1</sup> To complete any optional modules from Food, Nutrition & Health students will have been required to complete either chemistry or biology at A-level.

**Part 2 (three terms, 120 credits) 2008/9**

		<i>Credits</i>	<i>Level</i>	<i>Term</i>
<b>Compulsory modules (90 credits):</b>				
AP2EC1	Consumer Behaviour	10	I	5
AP2EE4	Economics 3	10	I	4
AP2EM1	Marketing Management	10	I	5
AP2EQ3	Consumer Research Methods	10	I	5
AP2EQ4	Quantitative Methods 2	10	I	4
AP2EX3	Consumer Research Group Project 1	10	I	3,5,6
PY2D1X	Developmental & Social Psychology 1 for CH	10	I	4

**And a choice of at least 20 credits from the following:**

PY2APX	Applied Psychology for CH	10	I	4
PY2C3X	Cognition 3 for CH	10	I	5
PY2D2X	Developmental and Social Psychology 2 for CH	10	I	5
PY2N1X*	Neuroscience 1 for CH	10	I	4

(\* must have completed PY1IN in Part 1)

**Optional modules (30 credits):**

Students must choose options so that 120 credits are taken in Part 2. These can be from the recommended list below or from across the University subject to timetabling constraints (a maximum of 20 credit points can be taken at level C). Certain prerequisite requirements must be fulfilled.

PY2APX	Applied Psychology for CH	10	I	4
PY2C3X	Cognition 3 for CH	10	I	5
PY2D2X	Developmental and Social Psychology 2 for CH	10	I	5
PY1IN	Introduction to Neuroscience	10	C	4
FB2N1A	Fundamentals in Human Nutrition	10	I	4
FB2PH1	Public Health Nutrition 1	10	I	4
FB2FCI	Food Choice and Regulation	10	I	45
AP2EE5	Economics 4	10	I	5
AP2EP1	Policy Analysis	10	I	4
AP2EM2	Food Retailing	10	H	7
AP2SB1	Business Management	10	I	4
AP2SB2	Financial Management	10	I	5
IWLP	University-Wide Language Programme	20	I	4,5
HC2HS3	Social Policy and Social Welfare	20	I	4,5,6
HC2R2	Teamwork and Communications	20	I	4,5,6
HC2HS9	Contemporary Issues in Human Services	10	I	5

\*On PY modules 'for CH' in the titles indicates 'for Combined Honours'

**Part 3 (three terms, 120 credits) 2009/10***Credits Level Term***Compulsory modules (90 credits):**

AP3EM1	Marketing Strategy	10	H	7
AP3EX3	Consumer Research Group Project 2	10	H	6,7
AP3EP4	Consumer Policy	10	H	7
AP3EM3	Advertising and Branding	10	H	7
AP3EC1	Contemporary Issues in Consumer Behaviour	10	H	8
AP3EX2	Individual Project	30	H	6,7,8

And, EITHER

One of the PY3 optional modules in Psychology (each 10 credits, H level) subject to appropriate prerequisites having been completed.

OR PY2C1X Cognition 1for CH 10 I 7

**Optional modules (30 credits):**

Students must choose options totalling 30 credits from across the University subject to timetabling constraints and prerequisites. The idea is that Part 3 students have the flexibility to 'pick and mix' within a multidisciplinary framework to develop their specialisation further (based on completing specific prerequisites from Parts 1 and 2) or to either change focus or concentrate on areas where the student has a specific interest. Up to 20 credits in total in Part 3 can be taken from C or I level modules.

EITHER

Any set of modules totalling 30 credits as agreed with the Programme Director.

OR A further 30 credits of Psychology

Three selected PY3 optional modules in Psychology (each 10 credits, H level) subject to appropriate prerequisites having been completed.

OR 30 credits of the following recommended options in Food, Nutrition &amp; Health

FB3PH2	Public Health Science 2	10	H	8
FB3GPD	Food Product Development	10	H	8
FB3N2B	Genes, Lifestyle and Nutrition	10	H	8
HC3C35	Introduction to Modern Public Health	20	H	

OR 30 credits of the following recommended options in Business, Marketing &amp; Economics

AP3A64	Human Resource Management	10	H	8
AP3EB3	Supply Chain Management	10	H	7
AP3A74	Business Entrepreneurship	10	H	8
AP2EE3	Environmental Economics	10	I	8

### **Part 1 Examination and Progression from Part 1 to Part 2**

To gain a threshold performance at Part 1 a student shall normally be required to achieve an overall average of 40% over 120 credits taken in Part 1 and a mark of at least 30% in individual modules amounting to not less than 100 credits. 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 achieve a weighted average mark of not less than 40% in each of the following two sets of modules, and with a minimum of 30% in each module:

#### Set 1

AP1EE1 Economics 2

AP1EE3 Economics 1

AP1EM1 Introduction to Marketing

AND

#### Set 2

PY11B Perception & Learning

PY12E Cognition & Applied Psychology

PY12F Developmental & Social Psychology 1

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 Examination and Progression from Part 2 to Part 3**

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: an overall average of 40% over 120 credits taken in Part 2 (of which not less than 100 credits should normally be at Intermediate level or above), and a mark of at least 30% in individual modules amounting to not less than 100 credits. In order to progress from Part 2 to Part 3, a student shall normally be required to 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.

### **Part 3 Examination**

The classification of the degree will normally be based on the marks for Part 2 and Part 3 modules, weighted in a ratio of 1:2. Full details of classification conventions (that is, the rules for determining your final degree award) can be found in your Programme Handbook.

### **Summary of teaching and assessment**

Teaching is organised in modules that typically involve a combination of lectures and seminars. During Part 1 some lecture-based modules are supported by workshops or computer lab sessions or visits to businesses in market research or food/agribusiness sectors. The individual and group project modules include skills workshops and progress meetings with the project supervisor. Modules are assessed by a combination of course work and formal examination; some, like the

project modules, are wholly course work assessed. Course work assignments include essays, problem solving exercises, short project reports, and presentations.

### **Admission requirements**

Entrants to this programme are normally required to have obtained:

- Grade C or better in Mathematics at GCSE level or equivalent; and
- A minimum UCAS Tariff of 280 points overall, including at least two full A-levels but excluding General Studies; or a good pass in an Access Course; or International Baccalaureate (30 points). To complete any optional modules from Food, Nutrition & Health students are required to have passed either chemistry or biology at A-level. Key skills attainment may also be taken into account in deciding whether to make an offer.

### **Admissions Tutor: Dr A E Lobb**

### **Support for students and their learning**

University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses the Student Access to Independent Learning (S@IL) computer-based teaching and learning facilities. 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, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union.

All students are issued with a comprehensive 'Programme Handbook' at the beginning of the degree which includes a detailed outline of the programme, its constituent modules and assessment guidelines. Day-to-day queries regarding academic matters (e.g. timetabling) should be addressed in the first instance to the School Undergraduate Student Office or, where necessary, the Programme Director.

### **Careers**

Graduates from this degree will be well equipped with a portfolio of marketable skills which have a multidisciplinary focus. It will enable them to develop careers in institutions, companies or organisations (public, private and voluntary) that work with or for the consumer. Areas where consumer behaviouralists are desired include the consumer marketing, communications, customer services, public relations and market research sectors as well as other professions with a range of commercial functions from small family businesses to multinational corporations. A number of our graduates may begin their careers in retail management. Equally the wide skills base of the degree enables graduates to go on to work in a wide range of other sectors of industry, in professions such as the health and social services, consumables such as clothing and textiles, and trade associations. Graduates could secure positions in government or market research, human resources, as supervisors/managers and customer services personnel as well as positions in advertising and marketing companies, media, banks, financial services, education and training, health or social services. Further, graduates who have taken options in food, health and nutrition may seek potential employment in the public or private sectors such as food and retail companies within the areas of market research, product development, quality assurance/control, sales, advertising and marketing and human resources, as well as more generally seeking employment in banks, financial services, education and training, health or social services.

### **Educational aims of the programme**

The programme aims to provide a degree-level multidisciplinary education in consumer behaviour and marketing together with applied psychology and economics.

It is the integration of such core subjects through a common research methods theme in Parts 1 and 2 (**Qualitative, Quantitative and Consumer Research Methods**) that allows the student to analyse, and thus develop an understanding of, the consumer and their role in today's society. This comprehensive research methods theme then translates itself in application through the **Consumer Research Group Project** and the **Individual Project** in Part 3.

An example of the skills gained throughout this programme, with reference to the core modules is summarised below (for further details see the Programme Outcomes):

- Understanding the psychology of a consumer (how they behave, think, feel, reason, process information and make decisions and what motivates them to do so);  
**(Perception & Learning, Cognition & Applied Psychology, Consumer Behaviour)**
- Understanding how the consumer influences, and is influenced by, the (socio-economic) environment.  
**(Developmental & Social Psychology (Part 1 & 2), Economics 1, Economics 2A, Advertising & Branding, Consumer Policy)**
- Understanding and contributing to the design and development of more efficient and effective marketing and policy strategies for the corporate and public sectors;  
**(Introduction to Marketing, Marketing Management and Marketing Strategy, Advertising & Branding, Consumer Policy)**

Students also have the opportunity to apply their knowledge to chosen area of specific interest through a wide variety of different options from across the University. An example of this is for students to focus on Food, Nutrition and Health options which would allow them to gain fundamental knowledge in this area and then through the individual research project in Part 3 apply psychological, behavioural or marketing principles to areas of food choice, health care and public health policy. Alternatives may include focus on Business/Management or Food Economics or Policy.

## Programme Outcomes

### *Knowledge and Understanding*

#### **A. Knowledge and understanding of:**

1. Key principles and problem solving techniques of marketing (Introduction to Marketing, Marketing Management and Marketing Strategy), consumer behaviour (Applied Project on Consumer Trends, Consumer Behaviour, Advertising & Branding and Consumer Policy), and three core domains in psychology (Perception & Learning, Cognition & Applied Psychology and Developmental & Social Psychology).
2. Concepts, theory and evidence in consumer behaviour (Consumer Behaviour, Advertising & Branding and Consumer Policy).
3. A broad variety of research methods and data analysis (Qualitative and Quantitative Methods 1 & 2, and Consumer Research Methods).
4. The key economic, marketing and policy challenges related to consumers and facing decision makers and how to address them (Marketing Management and Marketing Strategy, Economics 1, Economics 2A, Consumer Policy).
5. A selection of further optional topics within psychology, food, nutrition and health as well as other subject areas such as the food industry, business or management and politics, dependent on option choices.
6. The range of careers open to graduates in consumer behaviour, marketing, applied economics and applied psychology.

#### **Teaching/learning methods and strategies**

The modules in the programme address both the professional ‘tool kit’ of the consumer behaviouralist, the marketer, the applied economist and the applied psychologist. As the programme develops the focus centres more on ‘applications’ in consumer behaviour, although extensions to theory continue to be developed.

Knowledge and understanding is gained through a framework of lectures, seminars, industry visits, 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. Individual and group projects enable exploration of selected consumer topics in greater depth. The group project is a consumer-based market research project for a commercial or public sector client whereby students gain hands-on experience of how their degree studies apply to the real world. Industry visits provide insights into potential career paths.

#### *Assessment*

Combinations of coursework and formal examinations are used to assess basic knowledge. Project reports, oral presentations, and problem-solving exercises contribute to final assessment



## *Skills and other attributes*

<p><b>B. Intellectual skills</b> – able to:</p> <ol style="list-style-type: none"><li>1. Assimilate, evaluate and synthesise knowledge from a variety of academic and other sources</li><li>2. To discriminate between relevant and irrelevant information</li><li>3. Think logically</li><li>4. Develop and present coherent, structured and well balanced arguments</li><li>5. Analyse problems and to apply appropriate problem solving techniques</li><li>6. Plan, conduct and report on a research project both individually and as part of a team</li></ol>	<p><b>Teaching/learning methods and strategies</b> Critical evaluation of the literature and the application of marketing/economic and psychological methods are developed through a variety of modules. Skills 5 and 6 are addressed explicitly by the second year module ‘Consumer Research Methods’ and the individual and group projects</p> <p><i>Assessment</i> Most parts of the programme assess these skills through a combination of coursework and formal examination. Essay writing skills are developed initially through applied projects and tutorials in Part 1.</p>
<p><b>C. Practical skills</b> – able to:</p> <ol style="list-style-type: none"><li>1. Collect, analyse and interpret market and economic and other socio-psychological data</li><li>2. Construct marketing plans</li><li>3. Appraise investment projects</li><li>4. Plan and execute a research project</li><li>5. Draft written reports</li></ol>	<p><b>Teaching/learning methods and strategies</b> Development of these skills feature in a number of the compulsory modules in Parts 1 and 2, in preparation for using these skills in the Consumer Research Group Project in Part 3. For example: skill 1 is addressed by Qualitative Research Methods and Quantitative Methods 1 in Part 1; Quantitative Methods 2 and Consumer Research Methods in Part 2. Significant use of case studies – both real and hypothetical – are used to demonstrate these skills.</p> <p><i>Assessment</i> These skills are assessed by a combination of course work, including computing skills, and examination.</p>

**D. Transferable skills – able to:**

1. Use IT (word processing, spreadsheets, statistical packages and databases).
2. Communicate ideas in a variety of written styles and lengths
3. Give oral presentations to small and large groups
4. Make effective contributions to group discussions and ask well-considered questions
5. Effectively use library and WWW resources to search and retrieve information
6. Manage time effectively
7. Work as part of a team
8. Plan personal development and career

**Teaching/learning methods and strategies**

Many of the transferable skills are embedded within a wide variety of modules within the degree. Use of IT for information searching, and data management and analysis occurs within individual modules, for example Consumer Research Methods.

Development of career management skills largely takes place within the group project module in Part 2. This makes extensive use of a computer-based learning package.

Personal development planning is encouraged through tutorials and the system of Personal and Academic Records.

Team working is a major component of the group project module but also features in a number of other modules.

*Assessment*

Transferable skills are largely assessed through course work assignments.

**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 expect 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 module and programme handbooks.