

**BSc Consumer Behaviour and Marketing**  
**For students entering Part 1 in 2012/3**

**UCAS code: CN85**

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Agriculture, horticulture, forestry, food and consumer sciences
Faculty:	Life Sciences Faculty
Programme length:	3 years
Date of specification:	12/May/2014
Programme Director:	Dr Elena Millan
Programme Advisor:	Dr Francisco Areal
Board of Studies:	Agriculture, Policy and Development
Accreditation:	The Association to Advance Collegiate Schools of Business (AACSB)

**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 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:

- Understanding the psychology of a consumer (how they behave, think, feel, reason, process information and make decisions and what motivates them to do so);

**(Cognition and Applied Psychology, Consumer Behaviour)**

- Understanding how the consumer influences, and is influenced by, the (socio-economic) environment.

**(Developmental and Social Psychology (Part 1 and 2), Economics 1, Economics 2A, Advertising and 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 and 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.

### Transferable skills

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.

### Programme content

#### Part 1 (three terms)

##### Compulsory modules

<i>Mod Code</i>	<i>Module Title</i>	<i>Credits</i>	<i>Level</i>
AP1EE3	Economics 1	10	4
AP1EE1	Economics 2	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
AP1SCP	Career Planning (APD students only)	0	4
AP1SB1	Introduction to Management	10	4
PY1CG2	Cognition and Learning for Consumer Behaviour students	10	4
PY1AP	Applied Psychology	10	4

##### Optional modules (30 credits):

Students must choose options so that overall 120 credits are taken in Part 1. Optional modules can be from the recommended list below, **or from across the University subject to timetabling constraints, fulfilment of prerequisite requirements, and approval by the Programme Director.**

AP1EF1	The UK Food Chain	10	4
LA1XXX	Institution Wide Language Programme	20	4
MM1F10	Student Enterprise	20	4
PO1BRI	British Society	20	4
PO1IRS	Politics: International Relations and Strategic Studies	20	4
PO1MOG	Modern Government	20	4
PP1VV	Philosophy: Values and Virtues	20	4
PY1DV	Developmental Psychology	10	4
PY1IN*	Introduction to Neuroscience	10	4
PY1PC	Perception	10	4
SV1STU**	Student Tutoring (This is an additional voluntary module which does 0 not count towards your 120 credits)	0	
RD1RED1**	Reading Experience and Development (RED) Award	0	

\*Compulsory to continue to PY2N1X in Part 2

\*\*Student Tutoring &ndash; for further information and an application form visit:

<http://www.reading.ac.uk/studentrecruitment/StudentTutoring/sr-studenttutoringinschools.aspx>

\*\*Reading Experience and Development (RED) Award &ndash; for further information visit

<http://www.reading.ac.uk/internal/readingexperienceanddevelopmentaward/rede-home.aspx>

#### Part 2 (three terms)

##### Compulsory modules

AP2EC1	Consumer Behaviour	10	5
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AP2EE4	Economics 3	10	5
AP2EM1	Marketing Management	10	5
AP2EQ1	Research Methods and Data Analysis	10	5
AP2EQ4	Quantitative Methods 2	10	5
AP2EX3	Consumer Research Group Project (including Career Planning)	10	5
AP2SCP	Career Planning (APD students only)	0	5
PY2PS1	Personality and Social Psychology 1	10	5

And a choice of 20 credits from the following:

PY2CN1	Cognition 1	10	5
PY2CN2	Cognition 2	10	5
PY2PS2	Personality and Social Psychology 2	10	5
PY2NS1*	Neuroscience 1	10	5
PY2NS2*	Neuroscience 2	10	5
PY2TA1	Typical and Atypical Development 1	10	5
PY2TA2	Typical and Atypical Development 2	10	5

\*(must have completed PY1IN in Part 1)

Optional modules (30 credits):

Students must choose options so that overall 120 credits are taken in Part 2. Optional modules can be from the recommended list below, **or from across the University subject to timetabling constraints, fulfilment of prerequisite requirements, and approval by the Programme Director**. A maximum of 20 credit points can be taken at level 4.

AP2EE5	Economics 4	10	5
AP2EM2	Food Retailing	10	5
AP2EM3	Internet Marketing	10	5
AP2SB1	Business Management	10	5
AP2SB2	Financial Management	10	5
FB2FCI	Food Choice and Regulation	10	5
MM270	Practice of Entrepreneurship	20	5
PY2PS2	Personality and Social Psychology 2	10	5
PY2CN1	Cognition 1	10	5
PY2CN2	Cognition 2	10	5
PY2NS1*	Neuroscience 1	10	5
PY2NS2*	Neuroscience 2 (must have completed PY1IN in Part 1)	10	5
PY2TA1	Typical and Atypical Development 1	10	5
PY1TA2	Typical and Atypical Development 2	10	5
PY1IN	Introduction to Neuroscience	10	4
LA1XX1	Institution Wide Language Programme	20	5

\*must have completed PY1IN

### Part 3 (three terms)

Compulsory modules

Mod Code	Module Title	Credits	Level
AP3EM1	Marketing Strategy	10	6
AP3EP4	Consumer Policy	10	6
AP3EX2	Individual Project	30	6
AP3EX3	Consumer Research Group Project 2	10	6
AP3EC1	Contemporary Issues in Consumer Behaviour	10	6
AP3EM3	Advertising and Branding	10	6

Students must choose options so that overall 120 credits are taken in Part 3. Optional modules can be from the recommended list below, **or from across the University subject to timetabling constraints, fulfilment of prerequisite requirements, and approval by the Programme Director.** 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 and concentrate on areas where the student has a specific interest. Up to 20 credits in total in Part 3 can be taken from level 5 modules.

PY3BE~	Behavioural Economics	10	6
PY3MPO~	Motivation and Performance in Organisation	10	6
PY3SC~	Social Cognition	10	6
PY3SCO~	Self-Control	10	6
PY3NUT~	Nutritional Psychology	10	6

Selection of PY modules is subject to availability and the approval of the Department of Psychology.

AP3A64	Human Resource Management	10	6
AP3EB1*	Business Strategy	10	6
AP3EB3	Supply Chain Management	10	6
AP3EC2	Consumer Attitudes	10	6
FB3GPD	Food Product Development	10	6
FB3GSE**	Sensory Evaluation of Food	10	6
MM301***	Effectual Enterprise	20	6
MM302***	Entrepreneurial Project	20	6
MM379***	Social Enterprise	20	6

The maximum number of credits from Psychology modules is 30. All psychology options must be registered with the Department of Psychology in late May, at the end of part 2 - students **must not** select psychology modules on RISIS.

\* AP3EB1 Business Strategy has a pre-requisite - AP2SB1 Business Management.

\*\* FB3GSE has limited space available

\*\*\*These modules run over two terms. You should ensure when selecting the module that you check not only the Autumn but the Spring timetable to ensure that you do not have any timetable clashes as a result of selection.

### Progression requirements

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 a minimum mark of not less than 30% in each compulsory module:

#### Set 1

AP1EE1	Economics 2
AP1EE3	Economics 1
AP1EM1	Introduction to Marketing
AP1SB1	Introduction to Management
AP1EQ3	Qualitative Research Methods
AP1EQ4	Quantitative Methods 1
AP1EX1	Applied Project (on consumer trends)

AND

## Set 2

PY1CG2 Cognition and Learning  
PY1AP Applied Psychology

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.

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.

In order to progress from Part 2 to Part 3, a student must achieve a threshold performance

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.

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 (Part 2 one-third, Part 3 two-thirds). Full details of classification conventions (that is, the rules for determining your final degree award) can be found in your Programme Handbook.

### Assessment and classification

The University's honours classification scheme is:

<i>Mark</i>	<i>Interpretation</i>
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

For the University-wide framework for classification, which includes details of the classification method, please see: [www.reading.ac.uk/internal/exams/Policies/exa-class.aspx](http://www.reading.ac.uk/internal/exams/Policies/exa-class.aspx).

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

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 320 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 and 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 E Millan

### **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, the Careers, Placement and Experience Centre (CPEC), In-session English Support Programme, the Study Advice and Mathematics Support Centre teams, IT Services and 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, School Senior Tutors, the Students' Union, the Medical Practice and advisers in the Student Services Centre. The Student Services Centre is housed in the Carrington Building and offers advice on accommodation, careers, disability, finance, and wellbeing, academic issues (eg problems with module selection) and exam related queries. Students can get key information and guidance from the team of Helpdesk Advisers, or make an appointment with a specialist adviser; Student Services also offer drop-in sessions and runs workshops and seminars on a range of topics. For more information see [www.reading.ac.uk/student](http://www.reading.ac.uk/student)

All students should ensure that they access the online 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.

### **Career prospects**

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.

### **Opportunities for study abroad or for placements**

Students who wish to undertake a year-long industrial placement may be eligible to transfer to the BSc Consumer Behaviour and Marketing with Industrial Training. The placement year normally takes place between Parts 2 and 3 of this degree programme.

### **Programme Outcomes**

#### **Knowledge and Understanding**

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

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

##### **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

Consumer Policy), and two core domains in psychology (Cognition & Applied Psychology and Developmental & Social Psychology).

Concepts, theory and evidence in consumer behaviour (Consumer Behaviour, Advertising & Branding and Consumer Policy).

A broad variety of research methods and data analysis (Qualitative and Quantitative Methods 1 & 2, and Consumer Research Methods).

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 1-4, Consumer Policy).

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.

The range of careers open to graduates in consumer behaviour, marketing, applied economics and applied psychology.

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**

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

1. Assimilate, evaluate and synthesise knowledge from a variety of academic and other sources
2. To discriminate between relevant and irrelevant information
3. Think logically
4. Develop and present coherent, structured and well balanced arguments
5. Analyse problems and to apply appropriate problem solving techniques
6. Plan, conduct and report on a research project both individually and as part of a team

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

1. Collect, analyse and interpret market and economic and other socio-psychological data
2. Construct marketing plans
3. Appraise investment projects
4. Plan and execute a research project
5. Draft written reports

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

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

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

#### *Assessment*

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.

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

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.

#### *Assessment*

These skills are assessed by a combination of course work, including computing skills, and examination.

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

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

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 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.**