

Programme Specification

BSc Consumer Behaviour and Marketing

For students entering Part 1 in September 2019

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 and Study Abroad Semester - 4 years (internal transfer only) BSc Consumer Behaviour and Marketing with Placement Year - 4 years (UCAS Code: NC58)
Accreditation	Chartered Institute of Marketing (CIM)

Programme information and content

The Consumer Behaviour and Marketing programme explores the theory and practice of consumer science and core principles of marketing. We aim to introduce you to a range of degree-level multidisciplinary subjects in consumer behaviour and marketing to develop an understanding of the psychology of a consumer. You 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, you have the opportunity to apply your knowledge to chosen fields of interest. Among others, you will develop core skills in the areas of consumer behaviour, marketing, applied psychology, economics and market research methods. A wide variety of options from across the University will enable you to focus on those most relevant to your interests and objectives

Training in the application of these disciplines is key to the development of knowledge and transferable skills. You 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. You 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. You

will be encouraged to enhance these skills through a variety of opportunities available outside your curriculum.

Part 1:	Part 1 provides a grounding in marketing, 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:	Part 2 enables you to build on learning from Part 1 with a particular emphasis on consumer behaviour, psychology, economics and marketing management. You will also apply your research skills and knowledge in a consumer research project in partnership with a local business. Available options provide an opportunity to develop a critical understanding in an area of interest such as, digital marketing, entrepreneurship and issues in food choice and retailing.
Part 3:	Part 3 gives you the opportunity to focus more deeply on the consumer behaviour context, with in-depth exploration of marketing strategy, advertising and branding, consumer policy and research. Students may also continue to apply their knowledge-base in a number of fields including business, psychology entrepreneurship and food. The emphasis in Part 3 is on the continued development of research skills, and on independent research and enquiry culminating in a dissertation in an area of interest.

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
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
PY1IP3	Introduction to Psychology for Consumer Behaviour and Marketing students	20	4

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

Part 2 Modules:

Module	Name	Credits	Level
AP2EC1	Consumer Behaviour	10	5

AP2EE4	Economics 3	10	5
AP2EM1	Marketing Management	10	5
AP2EM4	Digital Marketing	10	5
AP2EQ1	Research Methods and Data Analysis	10	5
AP2EQ4	Quantitative Methods 2	10	5
AP2EX3	Consumer Research Group Project 1 (Including Career Planning)	10	5
PY2SD1	Social and Differential Psychology 1	10	5

You must also take at least 1 of the following 2 Psychology modules:

PY2CN2 Cognition 2 (10 credits, Level 5)

PY2SD2 Social and Differential Psychology 2 (10 credits, Level 5)

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

To take a Part 3 Psychology module in Part 3, you must take a minimum of 30 credits in Psychology at Part 2. Students on a study abroad semester, should discuss this with their programme Director.

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
AP3EC3	Contemporary Issues in Consumer Behaviour and Marketing	10	6
AP3EM1	Marketing Strategy	10	6
AP3EM3	Advertising and Branding	10	6
AP3EP4	Consumer Policy	10	6
AP3EX3	Consumer Research Group Project 2	10	6
AP3EX5	Independent Research Project	40	6

Your remaining credits will be made up of optional modules from the School of Agriculture, Policy and Development and elsewhere in the University. Selection will be 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.

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, practicals, tutorials 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

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

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% in each of the following two sets of modules; and

- (iv) 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

PY1IP3 Introduction to Psychology for Consumer Behaviour and Marketing Students

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, students 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 Consumer Behaviour and Marketing for students entering Part 1 in session 2019/20
17 November 2021

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