

## Programme Specification

MSc in Food Economics and Marketing (full-time)

PFTFDECMKM

MSc in Food Economics and Marketing (part-time)

PPTFDECMKM

**For students entering in 2021/22**

**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	MSc in Food Economics and Marketing (full-time) - 1 years MSc in Food Economics and Marketing (part-time) - 2 years
Accreditation	N/A
Programme Start Dates	September

### Programme information and content

The aim of the programme is to provide a detailed insight into economic aspects of food production, marketing and policy from agriculture through food processing and retailing to the consumer. The programme combines training in the skills of applied economics and marketing - including quantitative and qualitative research techniques - with an opportunity to apply them to a diverse range of contemporary food issues.

The programme enables students to:

- Acquire skills that will enable them to work as professional food and marketing economists in industry or government, or to proceed to a career in research;
- Develop a capacity to undertake research in the economic and social sciences;
- Develop critical, presentational and inter-personal skills.

### Module information

The programme comprises of 180 credits, allocated across a range of compulsory and optional modules. Compulsory modules are listed.

#### Compulsory modules

Module	Name	Credits	Level
APME29	Advanced Marketing	10	M
APME59	Consumer Behaviour and Food Marketing	10	M
APME65	Advertising and Branding	10	M
APME67	Food Policy	10	M
APME79	Nudge and Behaviour Change	10	M
APME84	Introductory Statistics and Econometrics	10	M
APME85	Quantitative Marketing Research Methods	10	M

IDM071	Research and study skills for independent learning	10	M
IDM072	Dissertation (International Development and Applied Economics)	60	M

The remaining credits will be taken from a list of optional modules from the School of Agriculture, Policy and Development or from an approved list of modules from across the University.

### **Part-time or flexible modular arrangements**

The programme can be taken part-time over two years (for Home/EU students only). In the first year of study, a student will normally be required to complete optional modules totalling no less than 50 credits and no more than 80 credits. In the second year of study, a student will normally be required to complete the coursework for the compulsory module IDM071 Research and Study Skills for Independent Learning (although students should attend the taught sessions in the first year of study), the IDM072 Dissertation module and any remaining optional modules. The programme may not be completed over more than two years.

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

During your programme of study, you will incur some additional costs.

Where applicable, core textbooks recommended for student purchase may cost around £15 to £25 per module; there may be other books/resources which you would find it convenient to buy. Some books may be available second-hand, which will reduce costs. A wide range of resources to support your curriculum, including textbooks, more specialist studies, and electronic resources, are available through the library.

Printing and photocopying facilities are available on campus at a cost per A4 page of £0.05 (black and white) and £0.30 (colour). Essential costs in this area will be low as most coursework is submitted electronically.

A few optional modules may include study trips. For each participating student, the cost of transport and accommodation is not expected to exceed £350.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations.

The estimates were calculated in 2020.

### **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 any additional costs associated with the optional modules will be made available to you prior to the beginning of the programme. Entry to optional modules will be at the discretion of the University and subject to availability. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

<b>Placement opportunities</b>
--------------------------------

With the agreement of their dissertation supervisor, students may be allowed to study abroad or take up placements during the Summer Term as part of their dissertation work. With the explicit agreement of the Programme Director, the Dissertation may be researched and written away from the University.
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>Study abroad opportunities</b>
-----------------------------------

N/A
-----

<b>Teaching and learning delivery</b>
---------------------------------------

Teaching is organised in modules that typically involve a combination of lectures and seminars. Some lecture based modules are supported by workshops or computer lab sessions.
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Total study hours for your programme will be 1800 hours. The contact hours for your programme will depend upon your module combination; an average for a typical set of modules on this programme is – 240-260 hours. In addition to your scheduled contact hours, you will be expected to undertake guided independent study. Information about module 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.
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>Accreditation details</b>
------------------------------

N/A
-----

<b>Assessment</b>
-------------------

Modules are assessed by a combination of course work and/or formal examination.
---------------------------------------------------------------------------------

<b>Progression</b>
--------------------

N/A
-----

<b>Classification</b>
-----------------------

The University's taught postgraduate marks classification is as follows:
--------------------------------------------------------------------------

<b>Mark Interpretation</b>
----------------------------

70 - 100% Distinction
-----------------------

60 - 69% Merit
----------------

50 - 59% Good standard (Pass)
-------------------------------

**Failing categories:**

40 - 49% Work below threshold standard

0 - 39% Unsatisfactory Work

*For Masters Degree*

To qualify for **Distinction**, students must

- i. gain an overall average of 70 or more over 180 credits; and
- ii. a mark of 60 or more for the dissertation; and
- iii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iv. students must not have any mark below 40.

To qualify for **Merit**, students must

- i. gain an overall average of 60 or more over 180 credits; and
- ii. a mark of 50 or more for the dissertation; and
- iii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iv. students must not have any mark below 40.

To qualify for **Passed**, students must

- i. gain an overall average of 50 or more over 180 credits; and
- ii. a mark of 50 or more for the dissertation; and
- iii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iv. the total credit value of all modules marked below 40 must not exceed 30 credits.

*For PG Diploma*

To qualify for **Distinction**, students must

- i. gain an overall average of 70 or more over 120 credits; and
- ii. In addition, the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iii. students must not have any mark below 40.

To qualify for **Merit**, students must

- i. gain an overall average of 60 or more over 120 credits; and

- ii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iii. students must not have any mark below 40.

To qualify for **Passed**, students must

- i. gain an overall average of 50 or more over 120 credits; and
- ii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iii. the total credit value of all modules marked below 40 must not exceed 30 credits.

*For PG Certificate*

To qualify for a **Postgraduate Certificate**, students must

- i. gain an overall average of 50 or more over 60 credits; and
- ii. the total credit value of all modules marked below 40 must not exceed 10 credits.

**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.**

MSc in Food Economics and Marketing (full-time) for students entering in session 2021/22  
11 August 2020

© The University of Reading 2020