

## Programme Specification

MSc Consumer Behaviour (full-time)

PFTZCONBEHHM

MSc Consumer Behaviour (part-time)

PPTZCONBEHHM

**For students entering in 2023/24**

**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 Consumer Behaviour (full-time) - 12 months MSc Consumer Behaviour (part-time) - 2 years
Accreditation	N/A
Programme Start Dates	September

### Programme information and content

The aim of this innovative one-year programme is to provide a detailed insight into, and an opportunity to apply, consumer behaviour concepts, theory and practice, drawing on the expertise of practitioners in consumer-facing businesses and marketing organisations. The programme focuses on the development of quantitative and qualitative research techniques – and the practical application of these and consumer behaviour theories in a workplace environment. Participants will be able to apply these skills whilst acting in a consultancy role on real life consumer-focused issues. This will support the development of highly trained and creative graduates who will be prepared for the challenges of working in a consumer facing and/or a research led environment.

The programme enables students to:

- Acquire skills that will prepare them for employment in the area of consumer behaviour and consumer research
- Undertake research through application
- Think critically and problem solve in a work place environment
- Develop a creative approach to issues through the completion of a capstone project

Students who have no prior training in consumer behaviour will be expected to complete an online module prior to the start of the degree programme.

### 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
APME78	Consumer Behaviour: Concepts and Theory	20	M
APME79	Nudge and Behaviour Change	10	M

APME80	Applied Consumer Behaviour Project	30	M
APME81	Individual Capstone Project	60	M
APME82	Human Motivation	10	M
IDM071	Research and study skills for independent learning	10	M

The remaining credits will be taken from the 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 60 credits and no more than 80 credits. These must include APME79, APME80 and APME82. In the second year of study, the module IDM071 will become ADMREM Research methods in Economics and Marketing (20 credits) and APME81 will become ADMICP. Other module codes may change in 2024. 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.

Students will bear the costs associated with undertaking a placement i.e. travel to and from a placement.

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 2022.

### **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.

**Placement opportunities**

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.

**Study abroad opportunities**

N/A

**Teaching and learning delivery**

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.

**Accreditation details**

N/A

**Assessment**

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

**Progression**

N/A

**Classification**

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

**Mark Interpretation**

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 Consumer Behaviour (full-time) for students entering in session 2023/24

6 July 2023

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