

Programme Specification

BSc Consumer Behaviour and Marketing

For students entering Part 1 in September 2023

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 - 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, consumer psychology, economics and marketing 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:	Provides a grounding in marketing, consumer 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:	Enables you to build on learning from Part 1 with a particular emphasis on consumer attitudes and behaviour, digital marketing and management. You will also apply your research skills and knowledge in a branding project in partnership with Henley Business School. Available options provide an opportunity to develop a critical understanding in an area of interest such as, entrepreneurship or food retailing, and you will also have the opportunity to experience a mini professional placement.
Part 3:	Gives you the opportunity to focus more deeply on the consumer behaviour context, with in-depth exploration of marketing strategy, and contemporary marketing issues such as sustainable consumption, ethics and consumer policy. You will choose between a dissertation research project or an applied marketing project in relation to a topic, product or service of your choice. 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 or project 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
AP1A28	Global Sustainability: Challenges and Prospects	20	4
AP1EC1	Consumer Psychology	20	4
AP1EE4	The Economic Environment	20	4
AP1EM2	The Fundamentals of Business and Marketing	20	4
AP1EQ5	Research and Professional Skills for Business and Marketing	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
AP2EC2	Consumer Attitudes and Behaviour	20	5

AP2EM5	Digital Marketing	20	5
AP2EQ5	Research Methods and Data Analysis	20	5
AP2SB3	Applied Marketing and Management	20	5
MM299	Branding Theory and Practice	20	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.

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
AP3EC4	Contemporary Issues in Consumer Behaviour and Marketing	20	6
AP3EM4	Marketing Strategy	20	6

Student must also take ONE independent research project module (20 or 40 credits):

Module	Name	Credits	Level
AP3EX5	Independent Research Project	40	6

Or			
AP3EX6	Applied Marketing Project	20	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.

Costs are indicative, but will vary according to module choice and are subject to inflation and other price fluctuations. The estimates were calculated in 2022.

Placement opportunities

Placements:

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.

Study Abroad:

You may be provided with the opportunity to undertake a Study Abroad/Placement Year during your Programme. This is subject to you meeting academic conditions detailed in the Programme Handbook, including obtaining the relevant permissions from your School, and the availability of a suitable Study Abroad placement. If you undertake a Study Abroad placement, further arrangements will be discussed and agreed with you.

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, although this can depend upon your module combination; however information about module contact hours can be located in the relevant module description.

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

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 achieve a credit weighted average mark of not less than 40% in the following set of modules and a minimum mark of not less than 30% in each compulsory module.

AP1EM2 The Fundamentals of Business and Marketing

AP1EC1 Consumer Psychology

AP1EE4 The Economic Environment

AP1EQ5 Research Skills for Business and Marketing

AP1A28 Global Sustainability: Challenges and Prospects

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.

In order to progress from Part 2 to Part 3, student 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 2023/24
16 May 2022

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