

Programme Specification

BSc Food Business and Marketing

For students entering Part 1 in September 2023

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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 Food Business and Marketing with Placement Year - 4 years
Accreditation	Chartered Institute of Marketing (CIM)

Programme information and content

The Food Business and Marketing programme aims to provide you with a thorough degree-level education in the principles of business and marketing together with training in the application of these disciplines to key challenges facing the UK, European and global food industry.

The degree draws on the University's internationally recognised expertise in the food chain and its excellent links with food business (e.g. industry, retailers, etc.). Based in the School of Agriculture, Policy and Development - Agri-Food Economics and Marketing Department it benefits from close links with the Chartered Institute of Marketing's Sector Interest Group for the food business and a thriving marketing community with social and professional events organised by a student-led Marketing Society.

As a graduate of Food Business and Marketing, you will be particularly well placed to move into a range of business and related roles within the food businesses (e.g., food industry, retailers, food services, etc.). Previous students have gone on to work for a wide range of companies both large, including Mars, Sainsbury's, Kellogg's, Innocent, Unilever, and Waitrose, and small like family businesses.

The development of applied research skills features strongly in this degree including a marketing research project for a real food company, and a final year dissertation or project on a food related theme tailored to your interests.

You have the option of studying this degree over four years with a placement year as the third year. Our placement students have worked in sales and marketing, purchasing, product development, advertising, brand development, business administration, social media, and communications strategy. You will be given training and advice by our careers and placements team to find a suitable placement, to enhance the quality of your placement applications and offered on-going support during your placement year.

During the course of their studies at University of Reading, all students will be expected to enhance their academic and personal transferable skills. In following this programme, students will have the opportunity to develop such skills, in particular relating to analytical 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 and will have been encouraged to further develop and enhance the full set of skills through a variety of opportunities available outside the curriculum.

Part 1: Part 1 introduces the underlying concepts and principles relating to business, marketing, sustainability, and economics together with an overview of the food businesses and the value chain from ‘farm to fork’. Students will also start to develop a range of professional skills relevant to marketers and business managers. In Part 1 the range of options on offer is designed to give students the flexibility to select subjects outside their main degree area if they wish like for example consumer psychology, student enterprise, etc.

Part 2: Part 2 build on the foundations from Part 1 and further develops knowledge and critical understanding of consumer choices, attitudes and behaviour, marketing, regulation, branding, retailing, and management. Decision making tools for business and marketing are addressed in this part of the degree, as are research methods and data analysis techniques. Project management skills, teamwork and the ability to apply research skills are reinforced by case studies and projects linked to real food businesses. Students are further exposed to professional practice and other interactions with the food businesses embedded in the degree. Options in Part 2 provide opportunities for students to delve in greater depth into areas closely aligned to their degree such as, digital marketing, entrepreneurship, financial management and through a mini professional placement.

Part 3: Part 3 modules focus on and debate some of the key strategic questions faced by managers, marketers and policy makers working within the food businesses both nationally, and internationally. You will become familiar with the frameworks for analyzing these questions and the main contemporary perspectives on how they may be resolved. While a key dimension of the degree and business success is identifying market opportunities, businesses also need to be competitive in delivering the product to consumers, hence Part 3 also includes the principles of supply chain management and the regulatory framework surrounding food businesses as well as the development of marketing strategy. In Part 3 you will also have the opportunity to showcase the skills in research and enquiry you have developed in the degree through an independent research project or project on a food business and marketing related topic of your choice. Options in Part 3 offer opportunities to further specialise, for example in human resource management, contemporary issues in consumer behaviour and marketing, and cross-cultural marketing, etc.

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
AP1EE4	The Economic Environment	20	4
AP1EF2	The Food Business	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 selected modules from the School of Agriculture, Policy and Development and across the University, subject to Programme Director approval and timetabling constraints. Students also have the option to select a language module.

Part 2 Modules:

Module	Name	Credits	Level
AP2EM6	Food Retail Marketing	10	5
AP2EQ5	Research Methods and Data Analysis	20	5
AP2SB3	Applied Marketing and Management	20	5
FB2FC1	Food Choice and Regulation	10	5
MM299	Branding Theory and Practice	20	5

The following modules are also compulsory:

Module	Name	Credits	Level
AP2EC2	Consumer Attitudes and Behaviour	20	5
or			
AP2EM5	Digital Marketing	20	5

Your remaining credits will be made up of optional modules from selected modules from the School of Agriculture, Policy and Development and across the University, subject to Programme Director approval and timetabling constraints. Students also have the option to select a language module.

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
AP2PPP1	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
AP3EB3	Supply Chain Management	10	6
AP3EM4	Marketing Strategy	20	6
AP3EP1	Regulation of the Food Industry	10	6

Students must select ONE project module from: (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 selected modules mainly from the School of Agriculture, Policy and Development, Henley Business School and across the University, 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 have 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/tutorials, practicals, and supervised project work.

The contact hours for your Programme are dependent on module choice but will normally be approximately 240 – 280 hours, with less taught hours in your final year. 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

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

- i. achieve a credit weighted average mark of not less than 40% over the compulsory modules (AP1EF2, AP1EM2, AP1EE4, AP1EQ5, AP1A28,); and
- ii. a mark of not less than 30% in each compulsory module.

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, 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 Food Business and Marketing for students entering Part 1 in session 2023/24

19 August 2022

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