

## Programme Specification

**BSc Consumer Behaviour and Marketing with International  
Foundation Year**

**For students entering Foundation year in September 2024**

**UCAS Code:  
CN86 CN87**

**UFCBMARTFF**

**This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.**

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| Awarding Institution                           | University of Reading   |
| Teaching Institution                           | University of Reading   |
| Length of Programme                            | 4 years   |
| Length of Programme with placement/year abroad |   |
| Accreditation                                  | Chartered Institute of Marketing (CIM)                          |
| QAA Subject Benchmarking Group                 | Agriculture, Horticulture, Forestry, Food and Consumer Sciences |

### **Programme information and content**

We live in a consumer-driven society. This BSc Consumer Behaviour and Marketing course enables students to understand how consumers think, and how this is essential to marketing and the formulation of policy.

The Consumer Behaviour and Marketing programme explores the theory and practice of consumer science and core principles of marketing. We aim to introduce students to a range of degree-level multidisciplinary subjects in consumer behaviour and marketing to develop an understanding of the psychology of a consumer. Students 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.

Students begin the programme on the Foundation year (Part 0), learning the knowledge and skills required for the first year of undergraduate study (Part 1).

During the programme, students have the opportunity to apply their knowledge to chosen fields of interest. Among others, students 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 students to focus on those most relevant to their interests and objectives.

Training in the application of these disciplines is key to the development of knowledge and transferable skills. Students 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. Students will also learn to critically analyse the socio-cultural, economic, technological, environmental and ethical contexts shaping consumer choice. Students registered on the 5-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. Students will be encouraged to enhance these skills through a variety of opportunities available outside their curriculum.

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| <p>Foundation year:</p>             | <p>In the Foundation year you will have the opportunity to develop transferable skills through the provision of a compulsory 20 credit Academic Skills module. The key skills relate to Critical Thinking, Essay Writing, Research, Referencing and avoiding plagiarism, Group Work and Projects, Presentations, and Assessment and Examination techniques. You will also take a further 120 credits of subject modules as specified in the module information. These modules are aligned to the ‘A Level’ entry requirements for the degree and provide the knowledge and skills required for further undergraduate study at Part 1.</p> <p>Students starting Part 0 in January will join Part 1 in September of the same year.</p> |
| <p>Part 1:</p>                      | <p>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.</p>   |
| <p>Part 2:</p>                      | <p>Enables students to build on learning from Part 1 with a particular emphasis on consumer attitudes and behaviour, digital marketing and management. Students 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.</p>  |
| <p>Placement/Study abroad year:</p> | <p>Students can work for a year away from Reading between Part 2 and Part 3 as part of the 4-year programme.</p>   |
| <p>Part 3:</p>                      | <p>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, consumer culture, ethics and policy. You will have the option to complete an independent research project (dissertation) and/or an applied marketing project, the output of which closely aligns with the Chartered Institute of</p>  |

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|  | Marketing (CIM) Certificate qualifications. You can also opt for completing the Applied Project alongside other modules. Students may also continue to apply their knowledge-base in a number of fields including business, digital marketing, entrepreneurship and food. The emphasis in Part 3 is on the continued development of research skills and enquiry culminating in a dissertation or project in an area of interest. |
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**Programme Learning Outcomes - BSc Consumer Behaviour and Marketing with International Foundation Year**

During the course of the Programme, you will have the opportunity to develop a range of skills, knowledge and attributes (known as learning outcomes) For this programme, these are:

| <b>Learning outcomes</b> |   |
|--------------------------|---|
| 1                        | Development of relevant skills related to traditional and digital marketing, branding and management through a range of media.  |
| 2                        | Apply the theory of consumer psychology with an emphasis on consumer attitudes and behaviour through a range of media.  |
| 3                        | Apply key economic concepts to real world problems at the individual, business, and country level   |
| 4                        | Development of skills in the acquisition, analysis, interpretation and presentation of quantitative and qualitative data for consumer research.   |
| 5                        | Develop understanding of and apply economics, mathematical and statistical principles ideas used by applied economists and business managers.   |
| 6                        | Development of business and academic writing ability along with critical analysis of literature.  |
| 7                        | Outline the main features of contemporary environmental challenges and summarise contrasting viewpoints on causes of sustainability problems and responses in relation to the producer-consumer relationship.   |
| 8                        | Exploration of contemporary marketing issues such as sustainable consumption, consumer culture, ethics and policy.  |
| 9                        | Ability to formulate ideas, critically evaluate and create marketing strategy and solutions to real world marketing problems.   |
| 10                       | Apply theory to practice to develop critical employability skills through independent research, teamwork and project management.  |
| 11                       | By the end of the Placement Year programme, students will have contextualised their academic learning in a placement role relevant to their programme of studies and developed their professional experience, skills and knowledge, contributing significantly towards their continuous learning and career prospects as graduates. |

You will be expected to engage in learning activities to achieve these Programme learning outcomes. Assessment of your modules will reflect these learning outcomes and test how far you have met the requirements for your degree.

To pass the Programme, you will be required to meet the progression or accreditation and award criteria set out below.

### Module information

Part 0 comprises 140 credits and Parts 1, 2 and 3 each comprise 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

#### Foundation modules:

Students entering the programme in September will take the following compulsory modules:

| Module | Name                                       | Credits | Level |
|--------|--|---------|-------|
| IF0ACA | Academic Skills                            | 20      | 0     |
| IF0IBM | An Introduction to Business and Management | 40      | 0     |

If your level of English is below the standard specified for undergraduate study you will take the two 20 credit modules Academic English 1 (IF0AE1) and Academic English 2 (IF0AE2). This will be in addition to any compulsory modules. The remaining credits will be made up of optional modules available from a list provided by the International Foundation Programme.

Students entering the programme in January will take the following compulsory modules:

| Module | Name                                       | Credits | Level |
|--------|--|---------|-------|
| IF0ACJ | Academic Skills                            | 20      | 0     |
| IF0IBJ | An Introduction to Business and Management | 40      | 0     |

If your level of English is below the standard specified for undergraduate study you will take the two 20 credit modules Academic English 1 (IF0E1J) and Academic English 2 (IF0E2J). This will be in addition to any compulsory modules. The remaining credits will be made up of optional modules available from a list provided by the International Foundation Programme.

#### Part 1 Modules:

| Module | Name  | Credits | Level |
|--------|---|---------|-------|
| AD1CPS | Consumer Psychology   | 20      | 4     |
| AD1EEN | The Economic Environment                                    | 20      | 4     |
| AD1FMM | The Fundamentals of Management and Marketing                | 20      | 4     |
| AD1GLS | Global Sustainability: Challenges and Prospects             | 20      | 4     |
| AD1RBM | 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 from an approved list. Selection will be subject to timetabling constraints.

**Part 2 Modules:**

| Module | Name                               | Credits | Level |
|--------|------------------------------------|---------|-------|
| AD2AMM | Applied Marketing and Management   | 20      | 5     |
| AD2CAB | Consumer Attitudes and Behaviour   | 20      | 5     |
| AD2DIM | Digital Marketing                  | 20      | 5     |
| AD2RDA | Research Methods and Data Analysis | 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 from an approved list. Selection will be subject to timetabling constraints.

**Modules during a placement year or study year (if applicable):**

| Module | Name                        | Credits | Level |
|--------|-----------------------------|---------|-------|
| AD2PPY | Professional Placement Year | 120     | 5     |

As part of the Placement Year, students have the option to take a full year (minimum of 40 weeks) in full time employment.

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 |
|--------|---|---------|-------|
| AD3CIC | Contemporary Issues in Consumer Behaviour and Marketing | 20      | 6     |
| AD3MST | Marketing Strategy                                      | 20      | 6     |

Students must choose a minimum of 20 credits to a maximum of 60 credits of the following two modules:

| Module | Name                         | Credits | Level |
|--------|------------------------------|---------|-------|
| AD3INP | Independent Research Project | 40      | 6     |
| And/or |                              |         |       |
| AD3APR | Applied Marketing Project    | 20      | 6     |

Your remaining credits will be made up of optional modules from the School of Agriculture, Policy and Development and from an approved list. Selection will be subject to timetabling constraints.

### **Placement opportunities**

You have the opportunity to undertake a credit-bearing placement as part of your Programme. This will form all or part of an optional module. You will be required to find and secure a placement opportunity, with the support of the University.

### **Optional modules:**

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your programme can be found online in the Course Catalogue. 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.

### **Teaching and learning delivery:**

You will be taught through lectures, seminars, practicals, tutorials and supervised project work.

Elements of your programme will be delivered via digital technology.

The International Foundation Programme will include at least 15 hours of classroom-based teaching each week.

The scheduled teaching and learning activity hours and amount of technology enhanced learning activity for your programme will depend upon your module combination. In addition, you will undertake some self-scheduled teaching and learning activities, designed by and/or involving staff, which give some flexibility for you to choose when to complete them. You will also be expected to undertake guided independent study. Information about module study hours including 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**

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**

### *Foundation Year*

The University-wide rules relating to 'threshold performance' as follows

- (i) an overall average of at least 40% over all modules taken in Part 0;
- (ii) no more than 40 credits of these modules with a mark below 35%;
- (iii) at least 40% in the Academic Skills module

BSc Consumer Behaviour and Marketing with International Foundation Year Specific Progression Requirements above Threshold.

In order to progress from Part 0 to Part 1 and be eligible for transfer to BSc Consumer Behaviour and Marketing, a student must achieve a threshold performance; and

- (i) At least 40% in Academic Skills (IF0ACA or IF0ACJ) and 55% in each of Academic English 1 (IF0AE1 or IF0E1J) and Academic English 2 (IF0AE2 or IF0E2J) (if taken)

and achieve the following in the remaining 120 credits or 80 credits (if taking Academic English)

- (i) At least 55% in 40 credits;
- (ii) At least 50% in another 40 credits;
- (iii) At least 40% in any other modules

The achievement of a threshold performance at Foundation Year qualifies a student for a Certificate of Completion if they leave the University before completing the subsequent Part.

### *Part 1*

To achieve a threshold performance at Part 1, a student will normally be required to:

- (i) Obtain an overall average of 40% over 120 credits taken in Part 1;
- (ii) Obtain a mark of at least 40% in individual modules amounting to not less than 80 credits taken in Part 1; and
- (iii) Obtain marks of at least 30% in modules amounting to 120 credits.

In order to progress from Part 1 to Part 2, a student must achieve a threshold performance.

The achievement of a threshold performance at Part 1 qualifies a student for a Certificate of Higher Education if they leave the University before completing the subsequent Part.

#### Transferring from a Joint Honours to a Single Honours programme

Students are able to transfer from a Joint Honours to a Single Honours programme in one of their joint subject areas at the end of Part 1, subject to fulfilling the Part 1 University Threshold Standard, achieving marks of at least 40% in at least 40 credits of modules in the subject to which they wish to transfer, and fulfilling any programme-specific progression rules for the Part 1 Single Honours Programme to which they wish to transfer.

Students who transfer from a Joint Honours to a Single Honours programme may not have taken all of the Part 1 modules listed in the Single Honours Programme Specification. The modules which they have taken will be shown on their Diploma Supplement.

#### *Part 2*

To achieve a threshold performance at Part 2, a student shall normally be required to:

- (i) Obtain a weighted average of 40% over 120 credits taken in Part 2; and
- (ii) Obtain marks of at least 40% in individual modules amounting to at least 80 credits taken in Part 2; and
- (iii) Obtain marks of at least 30% in individual modules amounting to at least 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, a student must achieve a threshold performance.

The achievement of a threshold performance at Part 2 qualifies a student for a Diploma of Higher Education if they leave the University before completing the subsequent Part.

#### *Professional/placement year*

Students are required to pass the professional placement year/study abroad year in order to progress on the programme which incorporates the professional placement year/study abroad year. Students who fail the professional placement year/study abroad year transfer to the non-placement year version of the programme.

#### **Classification**

##### Bachelors' degrees

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 study abroad*

Part 2: one-third

Study abroad: Year abroad not included in the classification

Part 3: two-thirds

The classification method is given in detail in: Section 17.

### **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 and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2023.

**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 with International Foundation Year for students entering Part 1 in session 2024/25

16 November 2023

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