

Programme Specification

MSc in Food Economics and Marketing (full-time)

PFTFDECMKM

MSc in Food Economics and Marketing (part-time)

PPTFDECMKM

For students entering in 2027/28

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	Chartered Institute of Marketing (CIM)
Programme Start Dates	September
QAA Subject Benchmarking Group	N/A

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 economists and marketing specialists 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.

Programme Learning Outcomes

-MSc in Food Economics and Marketing (full-time)

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:

Learning outcomes	
1	Understand and develop a range of skills related to qualitative and quantitative research methods in food economics and marketing.
2	Develop a research project using appropriate methodology, analyse and interpret food markets and marketing data and communicate the results.

3	Critically assess theories for understanding and influencing changes in consumer behaviour, particularly in relation to food products.
4	To understand the role of marketing in the food business environment, communicating the impact of marketing decisions in relation to financial performance, segmentation, positioning and targeting, pricing strategies, distribution strategies, and communications' strategies.
5	Understand and critically analyse brand management and advertising theory in order to investigate the role of integrated marketing communication in creating strong brands in the consumer's mind.
6	Critically analyse the impact of economic forces on food chains and markets in an international context.
7	Understand the principles of food policy and supply chain management and critically analyse how regulations and policy instruments can shape the governance of the food industry and supply chains.
8	Analyse the management and complexities of modern food supply chains and evaluate the effectiveness of food policies in addressing challenges and contemporary issues of the agri-food sector.

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			
The programme comprises 180 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.			
Compulsory modules			
Module	Name	Credits	Level
ADMBCS	Brand Proposition; Customer Journeys and Societal Impact	20	M
ADMCCCT	Consumer Behaviour: Concepts and Theory	20	M
ADMDIS	Dissertation	60	M
ADMFPS	Food Policy and Supply Chain Management	20	M
ADMREM	Research Methods in Economics and Marketing (Skills and Practice)	20	M
<i>Remaining credits will be made up of optional modules available in the School of Agriculture, Policy and Development or from an approved list of modules.</i>			
Part-time or flexible modular arrangements			
The programme can be taken part-time over two years. 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. In the second year of study, a student will be required to complete the ADMDIS Dissertation module and any remaining optional modules. The programme must be completed within two years.			

Placement opportunities

N/A

Study abroad opportunities

N/A

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.
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Teaching and learning delivery

You will be taught primarily through a mixture of lectures, tutorials and seminars, depending on the modules you choose. Some modules may include group work.
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Elements of your programme will be delivered via digital technology.

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

Chartered Institute of Marketing (CIM)
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Assessment

The programme will be assessed through a combination of written examinations, coursework (including class tests) and oral examinations. Further information is contained in the individual module descriptions.
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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 Master's Degree

The following conditions must be satisfied for the award of a Master's degree:

Award of a Master's degree

(i) an overall weighted average of 50% or more over 180 credits

(ii) a mark of 50% or more in at least 120 credits

(iii) no credits with a mark below 40%

(iv) a mark of 50% or more for the Dissertation

In addition to the threshold conditions for the award of a Master's degree, the following **further** conditions must be satisfied for a classification of Distinction or Merit:

Distinction

An overall weighted average of 70% or more over 180 credits

OR

an overall weighted average of 68% or more over 180 credits and marks of 70% in at least 90 credits

AND

Where the dissertation is included in the conditions for the award of a Master's degree, a mark of at least 60% in the dissertation

AND

No marks below 40%.

Merit

An overall weighted average of 60% or more over 180 credits

OR

an overall average of 58% or more over 180 credits and marks of 60% in at least 90 credits

AND

No marks below 40%.

For Postgraduate Diploma

The following conditions must be satisfied for the award of a Postgraduate Diploma:

Award of a Postgraduate Diploma

- (i) an overall weighted average of 50% or more over 120 credits
- (ii) a mark of 50% or more in at least 80 credits
- (iii) no credits with a mark below 40%

In addition to the threshold conditions for the award of a Postgraduate Diploma, the following further conditions must be satisfied for a classification of Distinction or Merit:

Distinction

An overall weighted average of 70% or more over 120 credits

OR

an overall weighted average of 68% or more over 120 credits and marks of 70% in at least 60 credits

AND

No marks below 40%.

Merit

An overall weighted average of 60% or more over 120 credits

OR

an overall average of 58% or more over 120 credits and marks of 60% in at least 60 credits

AND

No marks below 40%.

For Postgraduate Certificate

The following conditions must be satisfied for the award of a Postgraduate Certificate:

Award of a Postgraduate Certificate

- (i) an overall weighted average of 50% or more over 60 credits
- (ii) No credits with a mark below 40%.

Details of the classification method is given in detail in the [Assessment Handbook](#) under:

- Section 19: Awards: Postgraduate Master's, Postgraduate Diploma, Postgraduate Certificate

Please note that there may be a specific version for your year of entry.

Additional costs of the programme

Students will need to meet the costs of any external internships taken up during the summer term.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations. Estimates were calculated in 2026.

Students may consider purchasing a laptop to help support their learning. Information on recommended device specifications can be found on the [DTS Student Hub](#).

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 2027/28
7 August 2026

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