

Programme Specification

MSc Consumer Behaviour (full-time)

PFTZCONBEHHM

MSc Consumer Behaviour (part-time)

PPTZCONBEHHM

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

Programme information and content

This MSc programme will guide you to the forefront of consumer-centred business philosophy and prepare you to lead in an ever-competitive and complex world. Whether you work for a global organisation, SME or non-profit organisation, we aim to provide you with the background knowledge and experience that will encourage new and innovative understanding of the consumer-led markets that organisations work in.

This degree is suitable for graduates from both business and non-business backgrounds and is designed to transform graduates from all undergraduate backgrounds into competent consumer-centred professionals that can critically analyse consumer behaviour and learn how to apply their knowledge in different settings. It includes theoretical and practical components and aims to raise your visibility with an array of external organisations.

Programme Learning Outcomes

-MSc Consumer Behaviour (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 critically analyse the importance of consumer behaviour for a range of different businesses.
2	Identify, discuss and predict the impact of psychological and socio-cultural factors on consumer behaviour.
3	Critically analyse and communicate theories of consumer behaviour from different academic perspectives (economics, marketing and social sciences).
4	Analyse contemporary changes and issues in markets and other fields of knowledge that enhance the understanding of consumer behaviour.

5	Suggest, design, conduct, analyse and present a consumer research and consultancy project and communicate the results.
6	Transform research data into useful information or insights to enhance the understanding of consumers.
7	Critically analyse, apply and communicate concepts and theories associated to consumer behaviour to justify business strategic decisions.
8	Develop a range of employability skills including team work, written communication and critical analyses.

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
ADMACB	Applied Consumer Behaviour Project	20	M
ADMCCT	Consumer Behaviour: Concepts and Theory	20	M
ADMICP	Individual Capstone Project	60	M
ADMNBH	Nudge, Motivation and Behaviour Change	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			
In the first year of study, you will normally be required to complete the compulsory module ADMCCT Consumer Behaviour: Concepts and Theory, and other compulsory and/or optional modules totalling no less than 60 credits and no more than 80 credits. In the second year of study, you will normally be required to complete the other compulsory modules, including the ADMICP Individual Capstone Project, and any remaining compulsory and/or 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.

Teaching and learning delivery

You will be taught primarily through a mixture of lectures, seminars, tutorials, workshops, debates, discussions, and field trips. There are elements of your programme that will be delivered via digital technology.

You will also have opportunities for research, networking, and personal development, as well as access to modern study resources and employability support. We also offer study skills support that is tailored to our school's master's students.

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

N/A

Assessment

The programme will be assessed through a combination of written examinations, coursework (including essays, academic and business reports, research proposals, class tests) and oral examinations (including presentations and discussion). Further information is contained in the individual module descriptions.

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

Please notice this is not a comprehensive list and some of these costs may not be applicable to you. However, it is helpful for you to be informed of the types of things you may have to pay for as a student.

Digital devices

You can use university computers. However, as there is a limited amount, you may find it useful to have your own PC, laptop or tablet that you can use around campus and in your accommodation.

Textbooks and stationery

A wide range of resources, including most core texts, are available in the University library and have online access. However, you may be required to (or prefer to) buy your own copy of key textbooks.

Printing and photocopying

In the majority of cases, course work and assessments can be submitted online. Some students may be required to submit work in a printed format. Students can print on campus printing facilities.

Administrative fees

There may be a charge if you need to re-submit some of your work such as the final capstone/ research project.

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.

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23 July 2026

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