

## Programme Specification

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

**For students entering Foundation year in September 2027**

**UCAS Code:  
CN86 CN87**

**UFCBMARTEFF**

**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                            | 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.

|                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Foundation year: | <p>In the Foundation year you will have the opportunity to develop transferable skills through the provision of two compulsory 20-credit modules: Academic Literacy and Skills, and Academic Communication and Inquiry. If your level of English is below the standard specified for undergraduate study, these modules will ensure those English Language Entry Requirements are met.</p> <p>The key skills in these modules relate to Critical Thinking, Academic Writing, Research, Referencing and avoiding plagiarism, Group Work and Projects, Presentations, and Assessment and Examination techniques. You will also take a further 80 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 who start the International Foundation year in January will join Part 1 in the September of that year.</p> |
| 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 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 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, 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 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.                                                                                                                                            |

**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.

In addition to the learning outcomes stated above if you are on a placement or study abroad programme you will have the opportunity to develop the following learning outcome:

| <b>Additional Learning outcomes</b> |
|-------------------------------------|
| N/A                                 |

**Module information**

Each part comprises 120 credits, allocated across a range of compulsory and optional modules as shown below. Compulsory modules are listed.

**Foundation modules:**

| Module | Name                                                 | Credits | Level |
|--------|------------------------------------------------------|---------|-------|
| IF0ACI | Academic Communication and Inquiry                   | 20      | 0     |
| IF0ALS | Academic Literacies and Skills                       | 20      | 0     |
| IF0BM  | Principles of Business and Management                | 20      | 0     |
| IF0FDA | Foundation Data Analysis                             | 20      | 0     |
| IF0FIS | Foundation Information Systems                       | 20      | 0     |
| IF0MOB | Principles of Marketing and Organisational Behaviour | 20      | 0     |

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

| Module  | Name                                                 | Credits | Level |
|---------|------------------------------------------------------|---------|-------|
| IF0ALSJ | Academic Literacies and Skills                       | 20      | 0     |
| IF0ACIJ | Academic Communication and Inquiry                   | 20      | 0     |
| IF0BMJ  | Principles of Business Management                    | 20      | 0     |
| IF0MOBJ | Principles of Marketing and Organisational Behaviour | 20      | 0     |
| IF0FISJ | Foundation Information Systems                       | 20      | 0     |
| IF0FDAJ | Foundation Data Analysis                             | 20      | 0     |

**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.

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

If there is an opportunity to undertake a credit-bearing placement as part of your Programme, this would normally be in-year and not for a additional full year. You will be required to find and secure a placement opportunity, with the support of the University

Study Abroad: You may be provided with the opportunity to undertake an in-year Study Abroad placement 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.

### 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 Year will include at least 18 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) obtain an overall weighted average of 50% over 120 credits taken in Part 0; and
- (ii) obtain a mark of at least 40% in all individual modules.

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

(iii) and 50% in each of Academic Literacies and Skills (IF0ALS) or (IF0ALSJ) and Academic Communication and Inquiry (IF0ACI) or (IF0ACIJ).

### *Part 1*

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

- (i) Obtain an overall weighted 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. (A Fail in a Pass/Fail module will be treated as not meeting the minimum threshold requirement for progression or classification. Pass/fail modules are excluded from weighted average calculations but must be passed to avoid failure of the Part or degree.)

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.

Students considering transferring to another programme should seek guidance from their designated Support Centre in the first instance.

### *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. (A Fail in a Pass/Fail module will be treated as not meeting the minimum threshold requirement for progression or classification. Pass/fail modules are excluded from weighted average calculations but must be passed to avoid failure of the Part or degree.)

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.

## **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 / Placement year*

Part 2: one-third

Study abroad / Placement year: Year abroad / Placement year not included in the classification

Part 3: two-thirds

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

- Section 17: Awards (Bachelor's), or
- Section 18: Awards (Integrated Master's programmes). Students who do not progress to Part 4 of the Integrated Master's will normally be subject to the method detailed under Section 17: Awards (Bachelor's)

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

### **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 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.**

BSc Consumer Behaviour and Marketing with International Foundation Year for students entering Foundation year in session 2027/28

10 June 2026

© The University of Reading 2026