Programme Specification

BSc Food Business and Marketing with International Foundation Year

For students entering Foundation year in September 2027

UCAS Code: DL62 DL63 UFFDBMKFF

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	Food; Economics; Business; Management; Marketing.

Programme information and content

The BSc Food Business and Marketing programme aims to provide you with a degree-level education in food business and marketing together with training in the application of these disciplines to some of the key challenges facing the United Kingdom, 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/Department of Agri-Food Economics and Marketing 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.), marketing agencies, startup businesses, consultancies, and academia. Previous students have gone on to work for a wide range of companies both large, including Mars, Sainsbury's, Kellogg's, Innocent, Unilever, Aldi, 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.

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.	
Foundation year:	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. 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.
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.
Part 2:	Part 2 build on the foundations from Part 1 and further develops knowledge and critical understanding of subjects related to marketing (i.e. marketing research methods, and applied marketing and management), business (i.e. create your business), and food (i.e. issues in food choice and sensory). Options in Part 2 provides opportunities for students to delve in greater depth into areas closely aligned to their degree such as business, marketing and food.
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. 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 food policy and supply chain management. 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 provides opportunities for students to delve in greater depth into areas closely aligned to their degree such as business, marketing and food.

Programme Learning Outcomes - BSc Food Business 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:

	Learning outcomes
1	Demonstrate independent research skills, an evidenced-based approach, the critical analysis and independent learning for the investigation and problem-solving of issues in the food business industry
2	Apply key economic and marketing concepts to real world problems at the individual, business, and country level in the food chain
3	Appreciate the relevance of basic business (planning, organising, leadership and control) and marketing concepts (4Ps) in the food chain
4	Recognise the value of leadership and human resource management, and understand differences in organisational structures and behaviour in the food chain
5	Understand the role and importance of marketing to the attainment of organisational goals and the strategic management in the food chain
6	By the end of the Placement Year programme, students will have contextualised their academic learning in a placement in the food chain 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
7	To gain entrepreneurial skills and insights for starting new start-up business in the food area.
8	Evaluate and critically analyse local and global sustainability effects and opportunities in the food and business area.
9	Demonstrate mastery of a wide range of employability skills including verbal communication, written communication, teamwork, time management, project management and IT
10	To conduct marketing research and apply marketing strategies in food business

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:

Additional Learning outcomes
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 and Management	20	0
IF0MOBJ	Principle of Marketing and Organisational Behaviour	20	0
IF0FISJ	Information Systems	20	0
IF0FDAJ	Foundation Data Analysis	20	0

Part 1 Modules:

Module	Name	Credits	Level
AD1EEN	The Economic Environment	20	4
AD1FBS	The Food Business	20	4
AD1FMM	The Fundamentals of Management and Marketing	20	4
AD1GLS	Global Sustainability: Challenges and Prospects	20	4
AD1PPY	Building Career Confidence and Placement Year Preparation for Part 1	0	4
AD1RBM	Research and Professional Skills for Business and Marketing	20	4

Remaining credits will be made up of optional modules available in the School of Agriculture, Policy and Development or modules from an approved list.

Part 2 Modules:

Module	Name	Credits	Level
AD2AMM	Applied Marketing and Management	20	5
AD2RDA	Research Methods and Data Analysis	20	5
FB2FC	Food Choice	20	5
MM270	Practice of Entrepreneurship	20	5

Students undertaking the placement year will be required to take AD2PYP Preparing for Placement Year Part 2.

Your remaining credits will be made up of optional modules from selected modules mainly from the School of Agriculture, Policy and Development and from an approved list, subject

to timetabling constraints. The optional modules provide a choice of subjects or a guided selection of topics such that the student can tailor the programme to match their interests and career aspirations.

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
AD3FPS	Food Policy and Supply Chain Management	20	6
AD3MST	Marketing Strategy	20	6
AD3WPR	Workplace Ready: Bridging the Gap Between University and Employment	0	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

To follow the Business or Marketing pathways you must take 20 credits from a defined module list.

Your remaining credits will be made up of optional modules from selected modules mainly from the School of Agriculture, Policy and Development and from an approved list, subject to timetabling constraints. The optional modules provide a choice of subjects or a guided selection of topics such that the student can tailor the programme to match their interests and career aspirations

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/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

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 Food Business 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

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 Food Business and Marketing with International Foundation Year for students entering Foundation year in session 2027/28

3 September 2026

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