



University of
Reading

DEPARTMENT OF AGRI-FOOD ECONOMICS AND MARKETING

CONSUMER BEHAVIOUR AND MARKETING

A unique degree combining applied psychology and marketing

CONSUMER BEHAVIOUR AND MARKETING AT READING

Our Chartered Institute of Marketing accredited Consumer Behaviour and Marketing programme gives you an in-depth understanding of consumer behaviour: the cornerstone of all marketing activity, vital to the profitability and success of any business, service provider, policy think-tank or trade organisation.

The programme is designed specifically to provide you with a stimulating, rigorous and enjoyable training in the subject area by combining consumer behaviour, marketing, applied psychology and economics, with a thorough grounding in market and consumer research methods. This degree will help you to 'get to grips' with the motivations, thoughts, feelings, reasoning, decision making and behaviours of today's consumer driven society.

You will also have the opportunity to undertake an optional placement year, which is an excellent way to gain experience in your chosen area. Recent placements have included: HP, The Body Shop, Microsoft, Audi, Johnson & Johnson, Unilever and Disney.



OUR COURSES

BSc Consumer Behaviour and Marketing (CN85)

3 years full-time

BSc Consumer Behaviour and Marketing with Placement Year (NC58)

4 years full-time

TYPICAL OFFER

UCAS tariff BBB

International Baccalaureate 30 points overall

GCSE English and Maths at Grade C (4)

Other qualifications are considered and we welcome applications from mature students with relevant practical experience.

With
Foundation
year

If you do not have the typical entry requirements, did you know we also offer **BSc Consumer Behaviour and Marketing with Foundation** and **BSc Consumer Behaviour and Marketing with International Foundation Year**? To find out more about the foundation year options, browse our website: reading.ac.uk/ready-to-study/study/subject-area/marketing-ug.aspx

HOW TO APPLY

For full details on subject and grade requirements and how to apply, visit: reading.ac.uk/bsc-consumer-behaviour-marketing

'Being able to gain insight into what it's like working within a large worldwide corporation like Johnson & Johnson for my placement year was extremely beneficial. Through engagement with external agencies and internal stakeholders I was able to expand my networks, build on my communication skills and develop a vital sense of work professionalism.'

Rhys Evans

BSc Consumer Behaviour and Marketing with Placement Year student



WHY READING?

At Reading, you will be part of a School that is internationally recognised for its research expertise. When transferred to a teaching environment, this will enable you to develop excellent research skills that are highly regarded by employers.

This course is accredited by the Chartered Institute of Marketing (CIM), enabling graduates the opportunity to gain industry-recognised CIM Certificate and Diploma qualifications at an accelerated pace after graduation.

Our modern facilities are located within an award winning parkland campus and the School has excellent links with relevant businesses through its placement opportunities and projects partnered with industry ensuring that you acquire important hands-on experience and the ability to apply your learning to real-life situations.

We offer a range of optional modules that enable you to specialise in the areas that interest you the most. This is achieved by tapping into the wealth of expertise that is held across the University, as we link with other Schools such as: Psychology and Henley Business School.

BREADTH AND DEPTH

Our degree is built on a number of core modules covering topics such as:

- Consumer psychology
- Consumer attitudes and behaviour
- Applied marketing and management
- Digital marketing
- Marketing strategy
- Global sustainability: challenges and prospects
- The economic environment
- Research and professional skills for business and marketing

A variety of optional modules allow you to follow your own interests, covering topics such as:

- Entrepreneurship and enterprise
- Food policy
- Supply chain management
- Marketing communication
- Applied psychology

You are also able to take a language course as a credited part of your study.

For a complete module list, visit:

www.reading.ac.uk/bsc-consumer-behaviour-marketing

YOUR CAREER ASPIRATIONS

Our graduates typically find employment in consumer marketing, advertising, communications and the media, customer services, public relations, market research and product development in a range of organisations from small family businesses and start-ups to multinational corporations and in the not-for-profit sector. Some graduates use their degree as a foundation for further study at higher degree level. All our students complete a career planning programme to develop skills for effective career decision making and there are plenty of opportunities to build vital experience and skills through the Reading Experience and Development (RED) Award and our optional placement year.



Study abroad



Placement experience



Links to industry



The Department of Agri-Food Economics and Marketing, based within the School of Agriculture, Policy and Development, is committed to empowering change through our teaching and research, with our academics working to tackle some of the world's most pressing issues.

Our mission is to make a difference in the context of the United Nations Sustainable Development Goals, so we offer a diverse range of modules giving you knowledge and skills that will enable you as an individual to have an impact and be part of global change, whatever your chosen pathway.



CONSUMER BEHAVIOUR AND MARKETING AT READING

i For more information, please contact:

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Important Information

This brochure was issued in 2023 and is aimed at prospective undergraduate students wishing to apply for a place at the University of Reading (the University) and start a course in autumn 2024. The University makes every effort to ensure that the information provided in the brochure is accurate and up-to-date at the time of going to press (May 2023). However, it may be necessary for the University to make some changes to the information presented in the brochure following publication – for example, where it is necessary to reflect changes in practice or theory in an academic subject as a result of emerging research; or if an accrediting body requires certain course content to be added or removed. To make an informed and up-to-date decision, we recommend that you check reading.ac.uk/study

The University undertakes to take all reasonable steps to provide the services (including the courses) described in this brochure. It does not, however, guarantee the provision of such services. Should industrial action or circumstances beyond the control of the University interfere with its ability to provide the services, the University undertakes to use all reasonable steps to minimise any disruption to the services.

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Topics

Topics are provided as a taster of the areas of study that may be available on each course. Information is correct at the time of going to press (May 2023), for a list of compulsory (core) modules please check reading.ac.uk for the most up to date information.

Year abroad and placement fees

Some courses include an optional or compulsory year abroad or placement year. During this year you will only pay a partial fee which is currently set at 15% of the normal tuition fee. Check the website for the latest information: reading.ac.uk/fees-and-funding

Placements

Programmes with a Professional Placement Year (also known as 'Year in Industry' or 'Placement Year') are fully dependent on students securing their own placement opportunity, normally through a competitive recruitment process. The University provides dedicated career and application support for placement year students. Students who do not secure a placement or who are unable to complete the placement year due to extenuating circumstances, have the option to transfer to a three year variant of their programme with agreement from their School/Department.

Study abroad

The partnerships listed are correct at the time of publication (May 2023). For up to date information on the University's partnerships contact studyabroad@reading.ac.uk

Where Study Abroad is not a compulsory part of the degree programme, the University of Reading cannot guarantee that every applicant who applies for the scheme will be successful. Whilst efforts are made to secure sufficient places at partner institutions, the number of places available and the University's partners can vary year-on-year. In all cases, the University cannot guarantee that it will be possible for applicants to choose to study abroad at a particular institution.

Further, certain courses and/or institutions may require you to satisfy specific eligibility criteria. It can be a competitive process. For further information on the University's Study Abroad Scheme please contact studyabroad@reading.ac.uk