



University of
Reading

DEPARTMENT OF AGRI-FOOD ECONOMICS AND MARKETING

FOOD BUSINESS AND MARKETING

Innovative and dynamic training for
the food industry of the future



FOOD BUSINESS AND MARKETING AT READING

The food industry, encompassing farms, food processors, food retailers and food services is one of the most fundamental, dynamic and innovative sectors of the global economy with excellent career potential. Our Chartered Institute of Marketing accredited degree in Food Business and Marketing gives you a rigorous, stimulating and enjoyable training in three inter-related disciplines: food business management, marketing and applied economics, and explores their application to some of the key challenges facing the UK, European and global food industry.



Study abroad



Placement experience



Links to industry

OUR COURSES

BSc Food Business and Marketing (D670)
3 years full-time

BSc Food Business and Marketing with Placement Year (DL61)
4 years full-time

TYPICAL OFFER

UCAS tariff BBB

International Baccalaureate 30 points overall

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 Food Business and Marketing with Foundation** and **BSc Food Business and Marketing with International Foundation Year**?

To find out more about the foundation year visit:
www.reading.ac.uk/ready-to-study/study/

HOW TO APPLY

For full details on subject and grade requirements and how to apply, visit: www.reading.ac.uk/bsc-food-marketing-business-economics

'My placement year with Innocent Drinks as a 'Category Assistant' was an amazing opportunity. My role involved understanding the category's performance and supporting a key retailer account. I managed the relationship between Innocent and a major data agency, ensuring accurate data was delivered to the rest of my team, for use by the wider business - allowing me to work with colleagues across Europe. I gained a wide variety of job specific skills and interpersonal skills which will be great for my future career.'

Lydia Ellis-Baumber, Placement student



WHY READING?

The University of Reading has an international reputation for its excellence in teaching and research related to the food chain from farm to fork, in both the natural and social sciences.

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.

The School has excellent links with the Chartered Institute of Marketing's Food and Drink Group and relevant businesses through projects and industrial placement opportunities, ensuring that you acquire important hands-on experience and the ability to apply your learning to real-life situations. Project 'clients' have included: Sainsburys, Waitrose, Mars, Marks & Spencer.

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 Henley Business School and Food and Nutritional Sciences.

BREADTH AND DEPTH

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

- The food business
- The economic environment
- Fundamentals of management and marketing
- Applied marketing and management
- Global sustainability
- Research and professional skills for management and marketing
- Research and applied marketing projects

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

- Consumer attitudes and behaviour
- Food policy and supply chain management
- Food security
- Digital marketing
- Contemporary issues in consumer behaviour and marketing
- Marketing strategy.

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

For a list of modules, visit our Food Business and Marketing webpages.

YOUR CAREER ASPIRATIONS

Our graduates are well equipped to enter a career in the food industry from small family firms to multinational corporations. Many of the skills that you develop are transferable to other industries and professions. Potential employment areas include: marketing and sales, market research and new product development, buying, retail management, supply chain management and policy analysis. Some of our graduates have gone on to work for employers such as: Mars, Sainsbury's, Harrods, Unilever, The Fine Cheese Co., Innocent Drinks, The Food Standards Agency, Pepsico and Heineken.

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

If you're interested in immersing yourself in a new culture and environment, our team can help you explore your options for a study abroad year as part of your degree. We have links with institutions in Australia, New Zealand, USA and Europe.

Students will be eligible if they meet specific criteria and if places are available in overseas institutions. For more information on Study Abroad at Reading visit:

studyabroad.reading.ac.uk/outgoing



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.



FOOD BUSINESS 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