



BSc Agri-Food Marketing with Business

UCAS code	OD03
Institution code	H12
Duration	4 years (full-time) including a one-year work placement. A three year programme is available for applicants with at least two years, full-time relevant work experience.
Start date	September 2021
Accredited by	Institute of Leadership and Management (ILM)
Location	Harper Adams University campus (and location of work placement)

Modern business is a dynamic environment where customer wants and needs constantly change. New products and services are launched into already crowded markets on a regular basis. The technology that managers rely on is also changing at an ever faster pace. Modules studied include agriculture in year 1 and in subsequent years understanding food and the consumer, alongside a range of business modules. Students will be able to apply their knowledge to deal with issues and opportunities facing the agri-food supply chain and put this into practice during their placement year. By critically analysing the social economic, legal, technological, ethical and environmental contexts of the provision of goods and services from farm to fork students will gain an understanding of the global, regional and local contexts.

Students who undertake the BSc degree (also referred to as an Ordinary degree) will typically complete their award in four years (including an industrial placement year), with successful completion of the award graded as either a pass (with commendation) or pass. The main difference between this and a BSc (Hons) degree, is the reduced volume of study and assessment required by the BSc degree. The BSc degree and the BSc (Hons) degree share a common first year, which provides an opportunity for transfer between the two degree types subject to academic performance.

Duration

4 years (full-time) including a one-year work placement. A three year programme is available for applicants with at least two years, full-time relevant work experience. Please contact [Admissions](#) for further information on this option.

A-level entry requirements

- Offers tend to be in the region of **72 - 88 UCAS points** (min 2 x A2 passes)
- Students should typically be studying **2 subjects at A2 level** to be considered
- **4 GCSEs at grade C/4 or above**, including English Language, Maths and a Science
- Applicants can expect to receive offers including specific grades in specific subjects (for example, a B or C at A level, or an M or D for BTEC modules)
- Key Skills (and other level 2 variants) and First Certificates/Diplomas are not accepted in place of GCSE passes
- Overseas applicants please check our [English Language Requirements](#)
- The majority of candidates will not be called for an interview and a decision will be made via UCAS Track. However, for some students a telephone interview or campus based guidance session will be required. We will simply want to meet you to understand if the course is the right choice for you and

to discuss your application in more detail. We will be keen to know your reasons for choosing the course and your career aspirations.

- We have developed a range of measures and initiatives to give everyone the best chance to access our undergraduate degree programmes. The main feature of **Access to Harper** is our contextualised offer scheme. A contextualised offer is an offer which is reduced, by one grade or more from the standard entry requirement and is made to those applicants who may have experienced personal circumstances which put them at a disadvantage during their education, such as attending a low achieving school, living in an area of low participation in Higher Education or being a Care Leaver. The aim of this is to make the University more accessible for those applicants who may not have previously thought that they were eligible to apply. We have also introduced reduced entry requirements for those applicants who are over 21 years of age and further initiatives to make the application process easier for those applicants who need it.

To check if you qualify please visit the [Access to Harper](#) page.

Note: Entry Requirements are for guidance only, please check the UCAS website or contact Admissions for further information.

Work placement

BSc students undertake work placement in their third year. The one-year placement will help you put theory into practise in a commercial environment. Recent placement employers have included Noble Foods, Asda, Frontier Agriculture Ltd, Dairy Crest, Promar International, MMUK and Univeg UK. Students have undertaken roles as diverse as promotions co-ordination, financial management and planning, product range management, quality control and market research.

Accreditation



This course is accredited by the Institute of Leadership and Management.

Teaching and learning

What you study

The courses are built around a balanced programme of marketing, business, agriculture and food production so that you fully understand the concept of field to fork.

In the 1st year you study animal and crop production alongside a range of business modules but in subsequent years you move away from the “field” and learn how to satisfy the needs of customers in business to business and business to consumer relationships.

Teaching and learning

Learning at Higher Education level is a big step up from further education so we make sure you get lots of advice and support. Everyone learns differently and in the workplace you’ll need to work in different ways, so we make sure our courses test you in every way possible. Therefore, you will attend lectures and tutorials,

undertake regular hands-on practical work in the laboratories or on the farm, sit exams, and complete coursework assignments. Guest speakers and visits to industry all support the learning. All students undertaken a major project in their final year concentrating on a topic that is of particular interest to them.

Assessment methods

Assessment typically comprises between 10 and 12 assessments in each academic year. Overall across the course there is a greater proportion of assessment by coursework than exam, allowing students to apply knowledge and understanding in a more realistic context.

Assessment methods are diverse and typically include reports, presentations, portfolios, exams, and placement assignments. A range of formative assessment methods are used including multiple choice quizzes, mock exam questions with feedback, in-class verbal and written tests, and individual and peer review feedback on assignment progress. Precise details of summative and formative assessment are specified in each module descriptor.

Careers

The careers of agri-food business graduates span the whole food supply chain, from agricultural merchants and pharmaceuticals companies to food manufacturers, distributors, retailers and traders. A combination of business and marketing skills plus technical awareness, make graduates attractive to organisations in the agri-food sector.

The transferable nature of the commercial skills developed enables graduates to work in government, trade and overseas development organisations, banks, specialist market research agencies and consultancies. Many have also found that this qualification equips them to set up and successfully run their own food, farm or rurally-based enterprise.

What will I study?

Year	Study time (The percentage of time spent in different learning activities)			Assessment methods (This is the breakdown of assessment methods)		
	% time in lectures, seminars and similar	% time in independent study	% time on placement	Written exams	Practical exams	Coursework
1	33%	67%	0%	23%	0%	77%
2	27%	73%	0%	27%	0%	73%
3	0%	0%	100%	0%	0%	100%
4	17%	83%	0%	15%	0%	85%

Year 1		Year 2		Year 3		Year 4	
Professional Skills Development (R4005C17)	15	Group Market Research Project (R5004C17)	15	Placement year		Degree Review Project (DRPROJC17)	15
Business Data Analysis (R4008C17)	15	Marketing Communications (F5002C17)	15			Leadership and People Management (R6016C17)	15
Marketing Principles (R4009C17)	15	Food Marketing (F5004C17)	15			Supply Chain Management (F6016)	15
Animal Production Systems (A4005C17)	15	Farm Assurance and Quality (F5003C17)	15			Consumer Behaviour (F6008)	15
Crop Production Systems (C4013C17)	15	Financial Decision Making (R5008C17)	15			Strategic Management (R6021C17)	15
Agri-food Marketing (F4005C17)	15	Introduction to Economics (R4013C17)	15			Options	
Business Communication Technology (R4011C17)	15	International Marketing (R5009C17)	15			Retail Environment and Operations (F5010C17)	15
Options		Options				Development of Food Products and Sensory Evaluation (F5018C17)	15
Logistics and Distribution (F4006C17)	15	Sales and Customer Service (R5005C17)	15			Animal Product Processing (F5006C17)	15
Issues in Global Food Production (F4004C17)	15	Fresh Produce (C5008C17)	15			International Agri-Business (R6013C17)	15
Language I (French, German or Spanish) (B3001/2)	15	Language II (French, German or Spanish) (B4015/17)	15				

Professional Skills Development

Year of study 1
Code R4005C17
Credits 15
Core/option Core
Module contact [Jane Headley](#)

This module helps to develop students' competence and confidence in the academic skills and professional practices that will enable success in higher education and beyond. In order to engage students with the module and the themes, some of which will be delivered in other modules.

It is anticipated that developing the appropriate attributes to cope with higher education early on in the programme will aid students progression both with the course and to continue their professional development into the graduate world of work.

Business Data Analysis

Year of study 1
Code R4008C17
Credits 15
Core/option Core
Module contact [Jane Headley](#)

Companies process, collect and report on large volumes of data and so data analysis is an important skill in order to gain or retain competitive advantage. This module will require students to work with data and produce information using industry standard software. This module supports the development of students' written communication, IT, numeracy and research skills.

Marketing Principles

Year of study 1
Code R4009C17
Credits 15
Core/option Core
Module contact [Mrs Claire Robertson-Bennett](#)

Effective marketing is central to the success of individuals and organisations. All managers need to contribute to developing and delivering products and services which meet the actual or potential needs of customers more effectively than competitors. This module covers the role of marketing and its underpinning theories. It then examines the range and integration of activities required to implement the marketing concept in various business contexts. There will be a strong focus on reviewing real world examples and on appropriate application of marketing practice principles and practice. The module will establish a broad appreciation of the discipline as preparation for placement work. Specialist marketing students will study various aspects in more depth in modules which concentrate on component areas, for example New Product Development and Sales and Customer Service.

Animal Production Systems

Year of study 1
Code A4005C17
Credits 15
Core/option Core
Module contact [Dr John Donaldson](#)

An understanding of livestock production underpins many careers within the land based sector and forms a significant part of the global food industry. As such, an understanding of livestock systems is required across a range of courses.

The module will provide learners with a knowledge of the main livestock systems and how these systems inter-relate with other sustainable land based activities. The various systems will be considered in terms of input requirements, production and husbandry and analysis and interpretation of physical and financial performance data. The module will also consider aspects of sustainable production both in terms of changes to EU support and in light of global population changes.

Crop Production Systems

Year of study 1
Code C4013C17
Credits 15
Core/option Core
Module contact [Mr Matthew Rodenhurst](#)

The module will cover the crop production processes characteristic of NW Europe, including wheat, barley, oilseeds, potatoes, sugar beet, grassland and forage. You will focus on 'best practice' crop production methods for a range of food and non-food crops and will be related to the need for resource efficient, economic and environmentally acceptable production linked, where necessary, to the current EU and UK Single Payment Schemes.

The module will provide the necessary basic understanding of crop production practices and the related regulatory framework appropriate for higher level study. The module will provide underpinning crop production knowledge for a range of crop science and agronomy modules.

You will:

- Identify the essential requirements for the establishment, growth, development and market requirements of a range of crops.
- Explain and interpret the underlying concepts and principles of crop production associated with current best practice.
- Relate the short and long term factors influencing crop management to appropriate farm practice.
- Interpret qualitative and quantitative data relevant to crop production practices.
- Assess the wider consequences of crop production activities in the context of sustainable production systems.

Agri-food Marketing

Year of study 1

Code F4005C17

Credits 15

Core/option Core

Module contact [Patricia Parrott](#)

This module will provide students with knowledge of the marketing systems and market opportunities of major agricultural commodities open to primary producers. It will consider and evaluate the global and dynamic market forces affecting the interdependent players of the agri-food supply chain from primary producer to the end consumer and the extent to which this influences the primary producer's approach to agri-food production and marketing. It will cover the concept of 'farm to fork' and where alternative opportunities exist for primary producers and agricultural businesses. The role of market planning and management of risk along with methods by which this may be achieved will be reviewed in order to result in higher levels of efficiency, effectiveness and market returns.

You will:

- Identify and explain the factors influencing changes in production, channels of distribution and consumption within the UK for major farm commodities.
- Appraise the global business and market environmental factors that influence the UK agri-food supply chain.
- Identify the role of market planning in UK farm businesses and methods to maximise producer returns and manage risk.
- Discuss the alternative marketing systems and options open to primary producers for best use of resources and sustainability.

Business Communication Technology

Year of study 1

Code R4011C17

Credits 15

Core/option Core

Module contact [Deena Webster](#)

Whilst businesses often use generic software packages for their everyday operations, other electronic tools and online applications are increasingly used for data storage, access, marketing communication and presentation. Fast, accurate and compatible information interchange with both internal and external members of the supply chain is essential. The continuing growth, accessibility and pervasion of the internet offers an expanding range of communication channels and delivery models for information services. This

module sets out to deliver an understanding of the relevance of IT tools and services in the broader business context, and develop the ability to engage with them to resolve problems in both general business and specific recruitment, marketing, research, and teaching contexts.

Logistics and Distribution

Year of study 1
Code F4006C17
Credits 15
Core/option Option
Module contact [Dr James Bell](#)

Logistics focuses on the flow of goods, services and related information along chains linking primary producers, processors, manufacturers, retailers and consumers. It aims to get the right thing, in the right quantities, to the right place, at the right time and cost, to meet the demands of successive customers, sustainably. The module will examine how logistics activities are integrated to provide the required quality and customer service for the minimum possible cost. This involves planning, implementing and controlling efficient and effective movement and storage, including the return of materials for reuse, recycling or disposal. By providing an introductory understanding of the role of logistics and distribution, this module will lay the foundation for further studies in subjects such as Supply Chain Management.

Issues in Global Food Production

Year of study 1
Code F4004C17
Credits 15
Core/option Option
Module contact [Dr Wilatsana Posri](#)

Food supply and security, the provision of high quality foods, safe foods and access to diets that provide good nutrition are key challenges for the world in the 21st century. Currently agriculture provides much of the world population's need for food, though not everyone has access to food of the right quantity or quality. Even though the structures and dynamics of the global food supply system are complex, an understanding of how the system operates and how issues of food production, food security, quality and safety, etc., interact and are resolved is fundamental to the study of food and the pursuit of careers in the food industry.

This module introduces students to the issues associated with global food supply within the context of human dietary needs, agricultural production systems, agricultural biotechnology and concepts of food security and sustainability, and quality and food safety.

Language I (French, German or Spanish)

Year of study 1
Code B3001/2
Credits 15
Core/option Option
Module contact [Zorka Besevic](#)

The purpose of this module is to develop the ability and confidence of students to use French, German or Spanish effectively for the purposes of practical communication and the exchange of information. The module aims to form a sound base of skills language and attitudes appropriate to individual interests for further study, vocational and leisure based purposes. The module outcomes reflect the module aims concerned with providing students with the basic communication skills in French, German or Spanish to fulfill realistic tasks.

Group Market Research Project

Year of study 2
Code R5004C17
Credits 15
Core/option Core
Module contact [Dr Iona-Yuelu Huang](#)

Market research is one of the most important sources of information for a manager. In this module students are given responsibility for conducting a market research project for an outside organisation. Knowledge gained from Academic and Professional Development, Research Methods and Principles of Marketing is utilised in a real world application. Additionally students benefit from the experience of working as part of a team.

Marketing Communications

Year of study 2
Code F5002C17
Credits 15
Core/option Core
Module contact [Mary Munley](#)

This module covers the issues, activities and planning involved in marketing ideas, products, places and services. The focus will be on selecting and combining the most appropriate and cost-effective methods and media into an integrated and coherent marketing communications strategy. It will evaluate branding and communications with emphasis on developing skills in planning, design, communication, internet and mobile technology. These skills will be particularly useful for placement employment.

Food Marketing

Year of study 2
Code F5004C17
Credits 15
Core/option Core
Module contact [Mr Luís de Aguiar](#)

The aim of the module is to equip students with an appreciation of Food Marketing in a global context. Global marketing has recently become an essential focus for both the realisation of the full potential of a business and its long-term survival; widening business horizons by encompassing the world in scanning opportunities and threats. The concept of the world-as-market is increasingly shaping how global marketers operate, co-ordinating marketing activities to enhance their global competitive position.

Farm Assurance and Quality

Year of study 2
Code F5003C17
Credits 15
Core/option Core
Module contact [Mr Martin Anderson](#)

The food supply system is now recognised as an entity structured and organised to meet the needs of the consumer marketplace, with emphasis placed on issues of food quality and safety at every level of the food chain. As a consequence of supermarkets taking vertically integrated control of the food supply system, the ability of agriculture to conform to quality and food safety standards is increasingly being scrutinised. To help ensure that farm produce is able to meet the technical needs of food processors, manufacturers, retailers and consumers, third party and private farm assurance standards have been used as approaches to ensure food safety and quality assurance is appropriately applied at farm level. These stakeholders have integrated concerns for farm animal welfare and environmental sustainability into these standards. This module exists to provide students with an understanding of the concept, principles and practice of farm assurance, and the way in which different farm assurance schemes are operated, validated and verified.

Financial Decision Making

Year of study 2
Code R5008C17
Credits 15
Core/option Core

The success of a business depends upon its financial position. This module will develop the students' skills in selecting and using appropriate financial techniques to solve problems and participate in business decision-making in the commercial world. The potential behavioural aspects of financial measurement will also be addressed.

Introduction to Economics

Year of study 2
Code R4013C17
Credits 15
Core/option Core
Module contact [Dr Hairong Mu](#)

Economics is a key discipline in the social sciences. Economics is essential for an understanding of business behaviour, strategy and corporate performance, it is one of the central disciplines underpinning the study of business and management and related areas, including human resource management, marketing and accounting and finance. All businesses exist within an economic environment that can, at best, be described as 'uncertain'. Therefore the key to success for a business is a thorough understanding of the market and correctly interpreting how changes in the economic environment will impact upon the performance of the company.

International Marketing

Year of study 2
Code R5009C17
Credits 15
Core/option Core

In a world of increasingly interdependent and integrated global economies, world views, products, ideas, and aspects of culture become stateless. With saturation of domestic markets businesses look to move beyond home borders and enter other markets around the globe. Understanding consumer needs within target countries is essential for companies to build a global marketing mix where product, price, place and promotion are geared toward specific country needs.

Sales and Customer Service

Year of study 2
Code R5005C17
Credits 15
Core/option Option
Module contact [Mrs Rebecca Payne](#)

This module will develop practical and sought-after competences in customer focus, selling, negotiation, critical evaluation, service design, people management and training. It will thus enhance your employability in business and your workplace survival/influencing skills. The module covers the tactical issues, attitudes and skills relating to typical early career customer-facing roles, including product specialist, technical sales, service delivery and support. It also covers the more strategic areas of sales team management, customer satisfaction measurement, relationship marketing and customer relationship management (CRM). These are clearly central topics for all marketing and management students, including those looking to careers in

agri/engineering SMEs.

You will:

- Assess customer service quality, using systematic and unbiased methods, with reference to principles, data and industry good practice.
- Review and revise customer service design, standards, advice and training, including specifying good practice for service processes, customer care, support and after-sales.
- Review and reflect upon the required competences for selling, negotiation and customer service roles and how these may feature in your future career.

Fresh Produce

Year of study 2
Code C5008C17
Credits 15
Core/option Option
Module contact [Jim Monaghan](#)

The fresh produce sector of agriculture is fast moving, innovative and high value. The constant pressure to improve efficiency and come up with new crops has led to significant innovations and refinements in growing methods. The range of crops that make up fresh produce is wide covering root crops, leafy vegetables, bush fruit and tree fruit, giving a student a chance to consider very different approaches to growing and harvesting crops.

The purpose of this module is to develop a knowledge and understanding of the market requirements for fresh produce and how the production process can be manipulated to efficiently produce such products whilst taking account of effects on the environment, food safety and post harvest quality. The module will be of benefit to those students considering a career or placement in fresh produce production and of interest to those who may be involved in fresh produce buying/marketing.

Language II (French, German or Spanish)

Year of study 2
Code B4015/17
Credits 15
Core/option Option
Module contact [Zorka Besevic](#)

The purpose of this module is to develop further the level of competence in French, German or Spanish to enable students to function in a vocational or academic context such as a study placement. The module aims to increase students knowledge and application of language in terms of complexity, grammatical accuracy and range of structures, vocabulary and idiom. Through the development of a greater awareness of the nature of language and language learning the module seeks to encourage positive attitudes to speakers of foreign languages and other cultures, employment thereby facilitating future mobility. The module Language I or equivalent is considered a desirable pre-requisite.

Placement year

Year of study 3
Core/option Core

Read our dedicated [Placement Learning](#) pages for information on the many benefits of the placement year.

Degree Review Project

Year of study 4
Code DRPROJC17
Credits 15
Core/option Core

Although Ordinary Degree students are not required to engage in the research based major projects completed by honours degree candidates, it is necessary that they display the ability, at Honours level, to learn independently and display the skills required for lifelong learning; to demonstrate awareness of the provisional nature of facts and principles and to marshal evidence and apply it in a balanced way in an argument and to draw soundly based conclusions. The development of these skills is the purpose of this module.

Leadership and People Management

Year of study 4
Code R6016C17
Credits 15
Core/option Core

As prospective employees and managers in the business world, it is essential that students have an understanding of the effective management of people. This module is therefore designed to develop an understanding of human motivation and management style, the responsibilities of employer and employee and an appreciation of how to manage effective interpersonal relationships at work. This module is normally delivered post placement to build on placement experience, but may be studied pre-placement, referring to a student's pre-university or other work experience

Supply Chain Management

Year of study 4
Code F6016
Credits 15
Core/option Core
Module contact [Dr Jane Eastham](#)

The supply chain constitutes a critical link between primary producers, processing and manufacturing businesses, retailers and the consumers. It is a link that must be structured, organised and managed successfully if businesses are to compete in a dynamic marketplace. Indeed, design and operation of supply chains are often decisive factors in the ability of businesses to achieve competitive advantage. This module examines the concept of the global supply chains and explores the many factors required to create, operate and control supply chains efficiently, effectively and sustainably.

Consumer Behaviour

Year of study 4
Code F6008
Credits 15
Core/option Core
Module contact [Mary Munley](#)

An understanding of consumer behaviour is central to the study of marketing and will be of interest to any student considering a career in marketing as well as related disciplines in the farm to fork value chain such as product development and supply chain management. This module is designed to give the student an understanding of the behaviour of consumers using concepts and theories drawn from areas of relevant, contemporary study such as psychology, sociology, anthropology, neuroscience and behavioural economics. There is an applied emphasis to the module in terms of considering consumer behaviour in various modern contexts including the strategic management of consumer touchpoints and interfaces utilized by marketers.

Strategic Management

Year of study 4
Code R6021C17
Credits 15
Core/option Core
Module contact [Mrs Rebecca Payne](#)

A thorough appreciation of the concepts and techniques of Strategic Management is needed by all senior managers in order that they might manage their organisations both efficiently and effectively. This module focuses on the role of company-level strategy and its relationship with the other main business functions. Through extensive use of case study material, it allows students to reflect on practical experience gained during the placement period. By integrating theory and practice from a number of subject areas, students will be able to appreciate the contribution of the various functions within an organisation to the development of an overall strategic direction. The importance of effective implementation is emphasized along with the need for flexible strategies and the proactive management of change. The modules Business Finance or Equivalent Module, Principles of Marketing, Business Organisation and Work Experience (Placement Year) are considered desirable pre-requisites.

Retail Environment and Operations

Year of study 4
Code F5010C17
Credits 15
Core/option Option
Module contact [Mr Martin Anderson](#)

Changes within the retail environment are both rapid and diverse, with increasingly mobile, demanding consumers and with growing competition between retail formats, across national boundaries, and between different retailing channels. To meet the challenges presented by such a dynamic environment, modern retailers need to adopt efficient and effective management of activities and resources. It is essential for retailers to add value to their product offering, through careful product selection and category management, store location, design and servicing as well as visual merchandising, to maximise both productivity and profitability. This module introduces the student to the main environmental and operational variables and considers current trends and examples of best practice across a range of both domestic and international retailers. The modules Retail Consumer and Principles of Marketing are considered desirable pre-requisites.

Development of Food Products and Sensory Evaluation

Year of study 4
Code F5018C17
Credits 15
Core/option Option
Module contact [Dr Wilatsana Posri](#)

Food product development is an activity fundamental to the organic growth and security of food businesses and is constantly reflected in the ever-changing product lines of food retailers. It is a strategic activity that requires knowledge, data, planning and organisation if it is to be successful as evidenced by the translation of ideas into products desired by consumers. To turn a new product concept into a successfully selling new product requires the integration of most food business activities. **Sensory evaluation** is a fundamental feedback mechanism informing all stages of development and so must be understood in the context of food product development. This module introduces the principles and practices of new food product development and examines the stages from concept through design and development, to factory scale up and market launch.

Animal Product Processing

Year of study 4
Code F5006C17
Credits 15
Core/option Option
Module contact [Dr Karim Farag](#)

This module provides students with an understanding of food producing animals (milk and eggs) and animals as food. Scope includes primary processing of milk, milk products, eggs and egg products and primary and secondary processing of meat producing animals. Consideration of the factors affecting food quality and the changing utilisation and value of animal products for the food industry and consumers.

International Agri-Business

Year of study 4
Code R6013C17
Credits 15
Core/option Option
Module contact [Simon Thelwell](#)

Agribusiness is a diverse industry, which includes business activities from small agricultural producers to large multinational companies. This module sets out to generate an awareness of the dynamic forces and the important aspects of management of companies trading in an international environment. The ability of the key agribusiness players to respond to these changes will depend on their knowledge, managerial expertise, leadership ability and creativity. The management of risk and development of effective marketing and management strategies in an international agribusiness environment is key to sustainability, competitive advantage and success.