



# BSc (Hons) / BSc Agri-Food Marketing with Business (Top-up)

<b>UCAS code</b>	BSc: DNL5 BSc (Hons): DNK5
<b>Institution code</b>	H12
<b>Duration</b>	1 year (full-time)
<b>Start date</b>	September 2021
<b>Accredited by</b>	<a href="#">Chartered Institute of Marketing</a> (CIM)
<b>Location</b>	<a href="#">Harper Adams University campus</a>

## The course

The Agri-Food Marketing with Business Studies course is a conversion programme for students who have gained an HND/FdSc in Agri-food Marketing with Business Studies, or a related subject. This course will further enhance the student awareness, understanding and knowledge gained from the first two years of study. This will enable you to have a thorough understanding of the markets in which you are likely to be employed.

## Entry requirements

- Top-up applicants must have achieved an average of 55% in their Foundation degree to apply for BSc non-honours and 60% to apply for BSc Honours.
- Applicants must have completed a full year's placement as part of their course of study or two years of full-time relevant employment after their course.

## A-level entry requirements

- **Entry requirements for 2021 entry are not currently available. Please contact Admissions for advice**

## Accreditation



## Graduate Gateway

The [Chartered Institute of Marketing](#) (CIM) is the leading professional body for marketers worldwide and exists to develop the marketing profession, maintain professional standards and improve the skills of

marketing practitioners. Harper Adams University has joined forces with CIM to give students the opportunity to gain professional qualifications through [CIM Graduate Gateway](#). CIM qualifications are highly sought after by employers, and map alongside our own degrees which ensures we are equipping students with the best opportunities for a successful marketing career.

# What will I study?

## BSc (Hons) Top-up

Year 1	
Honours Research Project (HRPROJC17)	30
Consumer Behaviour (F6006C17)	15
Supply Chain Management (F6014C17)	15
New Product Development (F6013C17)	15
Strategic Management (R6021C17)	15
Options	
Animal Product Processing (F5006C17)	15
International Agri-Business (R6013C17)	15
Retail Environment and Operations (F5010C17)	15

### Honours Research Project

<b>Year of study</b>	1
<b>Code</b>	HRPROJC17
<b>Credits</b>	30
<b>Core/option</b>	Core

To qualify for an honours degree a student must demonstrate the capacity for sustained, independent and high quality work. One of the most important vehicles for the demonstration of this capacity, and for developing the necessary skills, is the individual Honours Research Project. Each student will therefore be required to complete such a project under the general supervision of a member of staff and present the results in a project report and in a viva voce exam, with two tutors, which will also test to a high level, skills of communication and rational argument. This major exercise represents one-quarter of the final year studies and will therefore have an important influence on the classification of award.

### Consumer Behaviour

<b>Year of study</b>	1
<b>Code</b>	F6006C17
<b>Credits</b>	15
<b>Core/option</b>	Core
<b>Module contact</b>	<a href="#">Dr Keith Walley</a>

An understanding of consumer behaviour is central to the study of marketing and will be of interest to any student considering a career in an organisation that engages with consumers. This module is designed to give the student an understanding of the behaviour of consumers using concepts and theories drawn from underpinning subjects such as psychology, sociology and anthropology. There is an applied emphasis to the

module in terms of considering consumer behaviour in various contexts including retailing, advertising, new product development, selling and branding. The modules Marketing Principles or Agricultural Marketing are considered a desirable pre-requisite.

## Supply Chain Management

**Year of study** 1  
**Code** F6014C17  
**Credits** 15  
**Core/option** Core

Please contact the course manager for details of this module.

## New Product Development

**Year of study** 1  
**Code** F6013C17  
**Credits** 15  
**Core/option** Core

The concept of new product development is recognised as being vital to the economic success of companies and nations alike. Put simply, new product development is the process by which companies survive in the long term, as they strive to constantly identify innovations to meet current and future demands of consumers. Innovation may refer to renovation of products or services, new developments to products and services or to the process of manufacturing and delivery. Innovation and product/process development have become the key strategic focus for successful companies.

Ultimately, managers need to accept these ongoing challenges to their competitive positions or face lower growth and profitability.

## Strategic Management

**Year of study** 1  
**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.

## Animal Product Processing

**Year of study** 1  
**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** 1  
**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.

## **Retail Environment and Operations**

**Year of study** 1  
**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.

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