

## Programme Regulations 2009/10

### Degree of Master of Science in Advanced Food Marketing

Code: 5164 F/P

#### Notes:

- (i) *These programme regulations should be read in conjunction with the University's Masters Progress Regulations and Examination Conventions.*
- (ii) *A core module is a module which a student must pass, and in which a fail mark may neither be carried nor compensated; such modules are designated by the board of studies as essential for progression to a further stage of the programme or for study in a further module.*
- (iii) *A compulsory module is a module which a student must take.*

#### 1. Programme structure

- (a) The programme is available for study in both full-time and part-time modes.
- (b) The period of study for full-time mode shall be 1 year starting in September. The period of study for part-time mode shall normally be 2 years starting in September.
- (c) The programme comprises modules to a credit value of 180.
- (d) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>
ACE8001	Research Methods and Project Management	20	10	10		7	
ACE8055	Innovation and New Food Product Development	20	10	10		7	
ACE8056	Food Marketing Consultancy	20	10	10		7	
ACE8058	International Food Markets and Marketing	20	10	10		7	
ACE8059	Researching the Food Consumer	20	10	10		7	
NBS8512	Dissertation in Marketing	60			60	7	

- (e) All candidates shall select modules to a total of 20 credits, normally chosen from the following:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>
ACE8011	Markets and Marketing Analysis	20	10	10		7	
NBS8505	Quantitative Techniques for Marketing	20	10	10		7	

With the approval of the Degree Programme Director and depending upon the academic background of the candidate alternative optional modules to those listed above may be selected.

## Year 1 (Part-time)

(a) Candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>
ACE8001	Research Methods and Project Management	20	10	10		M	
ACE8055	Innovation and New Food Product Development	20	10	10		M	
ACE8058	International Food Markets and Marketing	20	10	10		M	
NBS8512	Dissertation in Marketing	60			30	M	

## Year 2 (Part-time)

(a) Candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>
ACE8056	Food Marketing Consultancy	20	10	10		7	
ACE8059	Researching the Food Consumer	20	10	10		7	
NBS8512	Dissertation in Marketing	60			30	7	

(b) Candidates shall select modules to a total of 20 credits, normally chosen from the following:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>
ACE8011	Markets and Marketing Analysis	20	10	10		7	
NBS8505	Quantitative Techniques for Marketing	20	10	10		7	

## 2. Assessment methods

Details of the assessment pattern for each module are explained in the module outline.