Date: 01-07-2025

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

UCAS code	BSc: DNL5 BSc (Hons): DNK5
Institution code	H12
Duration	1 year (full-time)
Start date	September 2025
Accredited by	Chartered Institute of Marketing (CIM)
Location	Harper Adams University campus

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.

Accreditation

CIM

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	
International Agri-Business (R6013C17)	15
Food Retail Buying (F6015C17)	15

Honours Research Project

Year of study 1
Code HRPROJC17
Credits 30
Core/option Core

The Honours Research Project is designed to allow students to develop the skills and personal resilience needed to undertake a sustained, significant and high-quality project. In conjunction with his or her supervisor, and in light of detailed course-specific advice, each student will select a topic for investigation. They will then plan, execute and report their project. The module will draw upon learning from other taught modules, but it also requires a high degree of independent learning.

Students will need to apply their learning about the research methods associated with their discipline as they locate data to support their project; they may need to apply methods creatively according to the nature of their research topic. Throughout the module, students will be expected to make choices about the scale and manageability of their work; they will also need to apply good time management skills to ensure success. The project will require all students to search for literature related to their topic and to read independently. Students must make decisions about the direction of their research, and they will be expected to work proactively to benefit from supervision opportunities.

Students will be expected to ensure that each part of their project is ethically sound; this means following protocols but also by developing an ethical mind-set which is sensitive to stakeholders and issues arising in the research process. Students must ensure that they attend to issues of health and safety throughout their research.

Consumer Behaviour

Year of study 1
Code F6006C17
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 contexts including the strategic management of consumer touchpoints and interfaces utilized by marketers.

Supply Chain Management

Year of study 1
Code F6014C17
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 global supply chains and explores the many factors required to create, operate and control supply chains efficiently, effectively and sustainably.

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.

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.

Food Retail Buying

Year of study 1
Code F6015C17
Credits 15
Core/option Option
Module contact Mr Alastair Boot

Contemporary food supply has evolved over time to exhibit a very strong market orientation. Retailers continue to exercise powerful influence over developments in this sector. For students of food, food marketing and food management, a critical understanding of retail buying practice will enhance career prospects in both commercial and technical roles across the industry and beyond. This module will focus on the retailer perspective in relation to working with industry partners to deliver performance outcomes. It will provide an opportunity to synthesise learning from across the curriculum. The modules Food Marketing and Retail Environment and Operations complement this module but are not prerequisites.