	PROGRAMME SPECIFICATION	Newcastle University

1	**Awarding Institution**	Newcastle University
2	**Teaching Institution**	Newcastle University
3	**Final Award**	BSc (Honours)
4	**Programme Title**	BSc (Hons) Nutrition with Food Marketing BSc (Hons) Nutrition with Food Marketing with Professional Placement BSc (Hons) Nutrition with Food Marketing with Placement Year
5	**UCAS/Programme Code**	BD46/BD64/1611U
6	**Programme Accreditation**	Association for Nutrition, Chartered Institute of Marketing
7	**QAA Subject Benchmark(s)**	Biosciences; Agriculture, forestry, agricultural sciences, food sciences; and Consumer sciences.
8	**FHEQ Level**	6
9	**Last updated**	May 2023

10   Programme Aims
This programme aims to provide students with a thorough academic grounding in food marketing and nutrition science and their application to the study of food markets, food consumers, diet, nutrition and health. The programme will have a primary focus on the consumption of food and food related services and on the behaviour of people. Students will be introduced to: the structure of the food industry (which represents the largest manufacturing base in Europe); the links between diet and health; the drivers for a sustainable, safe and secure food supply; the key stakeholders within the food environment; and food consumer decision-making and behaviour change. They will be equipped with the critical and analytical skills required to explore and assess the global food sector from a social, economic, legal, technological, ethical, political and environmental perspective. The programme aims to: 1. facilitate students in the development of an interdisciplinary knowledge and understanding of the business, regulation and science of Nutrition and Food Marketing. 2. produce graduates through research led teaching, with a thorough understanding of: 1) the role and importance of marketing to the global food sector; 2) the scientific principles of food & human nutrition; 3) the complexity of the global food chain system; 4) the relationship between food, nutrition & human health; 5) the relationship between food marketing and policy and the food related practices of different types of food consumers; 6) the relationship between new food product/technology development, risks to human health, the individual food consumer and our wider society and the range of food marketing and nutritional science techniques. 3. equip students with the skills to apply food marketing and nutritional science techniques in a variety of contexts and private/public sector environments. 4. develop each students range of advanced core skills including: 1) the use of communication and information technology; 2) ability to assemble, evaluate and

use a variety of information sources; 3) ability to prioritise and independently manage time and meet deadlines; 4) Ability to work independently and in teams; 5) oral, written and numerical skills; 6) Ability to analyses and critique issues and problems of technological, scientific, business and societal relevance; 7) Ability to solve problems; 8) Ability to reflect on ones individual learning and performance

5. encourage students to develop appropriate strategic professional development.

6. actively encourage and provide student with the opportunities to partake in work related and experiential learning activities in order to develop their awareness and understanding of their own personal and professional skills set and of how these skills can be employed in real world contexts.

7. provide a high quality research led programme of study that enhances student keys skills and employability

8. provide a programme that takes appropriate account of the subject benchmark statements in Consumer Sciences, Food Sciences and Biosciences.

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11   Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding of nutrition and health based social science and biomedical disciplines.

Knowledge and Understanding

On completing the programme students should be able to:

A1: demonstrate an advanced understanding of and ability to analyse, synthesise and evaluate the principles and applicability of food marketing to contemporary global food issues and business.
A2: demonstrate an understanding of fundamental biomedical subjects (biochemistry, physiology, microbiology and genetics) and the role these play in food and nutritional science.
A3: demonstrate an advanced understanding of and ability to analysise, synthesise and evaluate human nutrition, food science and the links between nutrition and health.
A4: demonstrate an advanced understanding of and ability to analysise, synthesise and evaluate food choice and food purchasing and consumption behaviour.
A5: demonstrate an advanced understanding of and ability to analysise, synthesise and evaluate how to communicate about food and nutrition to a wide range of stakeholders and interested parties.
A6: demonstrate an advanced understanding of and ability to analysise, synthesise and evaluate the primary analytical techniques used in food marketing and nutritional science research.
A7: demonstrate an advanced understanding of and ability to analysise, synthesise and evaluate the complex social, economic, legal, technological, ethical, political and environmental framework in which business, regulatory and personal food related decisions are taken.

Teaching and Learning Methods

Teaching Methods
The primary means of imparting knowledge and understanding in all the above is through lectures supplemented, as appropriate, with practical classes and seminars. These teaching methods are supported through the University's virtual learning environment (VLE).

The main teaching methods are used to facilitate knowledge and understanding are:

- Teaching employing lectures supplemented by seminars are the main teaching methods used in core subjects. Lectures are typically used to introduce key concepts and theories, and seminars focus on practical application or critical appraisal of these (A1-7).
- Seminars combine a mixture of academic-led student discussions focussed on guided readings which includes the analysis of food and nutrition related case studies

(A1-7).
- ☐ Lectures and seminars are supplemented, where appropriate, by computer and scientific practical's undertaken in computer and food laboratories (A2; A3; A6).
- ☐ Industry visits and guest lectures will be incorporated into the following modules to support work related learning (A1-A7).
- ☐ Teaching materials and supplementary module information will be placed on the VLE (A1-A7).

Learning Methods
Throughout the programme students are encouraged to supplement taught material by individual and group self-study of reading materials and appropriate other information sources. In the final year most of the directed reading is of research papers and guidance on their effective use is provided. Short tests, practical exercises and in course assessment are administered in range of modules on completion of specific topics to enable students to monitor the progress of their learning. Timely feedback on in course assessment will be provided to allow students to refine their knowledge and understanding of their core subjects.

Assessment Strategy

Over the course of the programme, the following assessment methods are used to assess knowledge and understanding:

- ☐ Closed Book Written Examinations (A1-A7)
- ☐ Multiple Choice examinations (A1-A3)
- ☐ Group projects (A1-A7)
- ☐ Individual written reports, essays, case studies and dissertations (A1-A7)
- ☐ Computer based assessments (A6)
- ☐ Conference Oral Presentation (A1-7)
- ☐ Conference Poster Presentation (A1-7)
- ☐ Group Oral Presentations (A1-7)
- ☐ Practical Laboratory Reports (A1-7)

Intellectual Skills

On completing the programme students should be able to:

B1: demonstrate an advanced understanding and ability to analyse, synthesise and evaluate the principle applications and limitation of the main food marketing concepts:
   a) Food Choice at the individual, household and societal level
   b) Food Risk Perceptions
   c) Food Consumption Practices and Routines
   d) Food Chain Systems
   e) New Food Product Development
   f) Strategic Food Marketing
   g) Marketing Communication
   h) Global Agri-Food Policy & Trade

B2: demonstrate an advanced understanding and ability to analyse, synthesise and evaluate the principle, applications and limitation of the main food and nutritional science concepts:
   a) Biochemistry of Food
   b) Physical properties of food
   c) Physiology of Food
   d) Role of nutrients in Health
   e) Food Microbiology
   f) Genetics & Food
   g) Food Safety & Waste Management

B3: demonstrate an advanced level of skill in the design of food and nutrition related studies and in the application of a range of qualitative and quantitative techniques used in the area of Food Marketing & Nutrition.
B4: demonstrate an ability to analysise, synthesise and evaluate critically the wide and

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interdisciplinary range of academic and grey literature sources and case studies that consider food and nutrition related issues

B5: develop an advanced understanding of and ability to analysise, synthesise and evaluate how food marketing and nutritional science work together in the real world.

Teaching and Learning Methods

Teaching Methods

The primary means of imparting intellectual skills in all the above is through lectures supplemented, as appropriate, with practical classes and seminars. These teaching methods are supported through the University's virtual learning environment.

The main teaching methods are used to facilitate knowledge and understanding are:

- ☐ Teaching employing lectures supplemented by seminars are the main teaching methods used in core subjects. Lectures are typically used to introduce key concepts and theories, and seminars focus on practical application or critical appraisal of these (B1-B5).
- ☐ Seminars combine a mixture of academic-led student discussions focussed on guided readings which includes the analysis of food and nutrition related case studies (B1-B5).
- ☐ Lectures and seminars are supplemented, where appropriate, by computer and scientific practical's undertaken in computer and food laboratories (B1-B5).
- ☐ Industry visits and guest lectures will be incorporated into the following modules to support work related learning (B5).
- ☐ Final Year Individual Research Project (B1-B5).
- ☐ Teaching materials and supplementary module information will be placed on the VLE.

From the first year, students are required, after appropriate guidance, to search the literature for information and submit all written work in an appropriate scientific format so that by the final year B4 and B5 are thoroughly integrated into all submitted work.

Learning Methods

Throughout the programme students are encouraged to supplement taught material by individual and group self-study of reading materials and appropriate other information sources. In the final year most of the directed reading is of research papers and guidance on their effective use is provided. Short tests, practical exercises and in course assessment are administered in range of modules on completion of specific topics to enable students to monitor the progress of their learning. Timely feedback on in course assessment will be provided to allow students to refine their knowledge and understanding of their core subjects.

Assessment Strategy

Over the course of the programme, the following assessment methods are used to assess intellectual skills:

- ☐ Closed Book Written Examinations (B1-B5)
- ☐ Multiple Choice examinations (B1; B2)
- ☐ Group projects (B1-B5)
- ☐ Individual written reports, essays, case studies and dissertations (B1-B5)
- ☐ Computer based assessments (B2;B3)
- ☐ Conference Oral Presentation (B1-B5)
- ☐ Conference Poster Presentation (B1-B5)
- ☐ Group Oral Presentations (B1-B5)
- ☐ Practical Laboratory Reports (B2)

Practical Skills

On completing the programme students should be able to:

C1: Design and conduct qualitative and quantitative food marketing and nutritional research.

C2: Synthesise, interpret, evaluate critically and present primary and secondary research data.

C3: Critically analyse information and arguments from a range of diverse sources.

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C4: Develop the ability to: 1) derive and recognise hypothesis based on exciting knowledge; 2) advance logical arguments, based on new or exciting scientific evidence, to support or refute hypotheses; 3) Identify gaps in knowledge and propose means for filling them.

C5: Produce rational analyses of complex problems, in particular, those involving the application of social and scientific advances in the areas of food marketing & human nutrition

Teaching and Learning Methods

Teaching strategy

Practical skills are developed progressively throughout the programme in modules containing practical classes, case studies, small group discussion tutorials and essays. This is a particular feature of the final year where students undertake critical reviews of recently published papers. In the final year the individual research project and its associated dissertation require students to display all skills C1-C4 and they are supported by their supervisor when gaining full confidence in their ability to do this.

Learning strategy

Throughout the programme students are encouraged to supplement taught material by individual and group self-study of reading materials and appropriate other information sources. In the final year most of the directed reading is of research papers and guidance on their effective use is provided. Short tests, practical exercises and in course assessment are administered in range of modules on completion of specific topics to enable students to monitor the progress of their learning. Timely feedback on in course assessment will be provided to allow students to refine their knowledge and understanding of their core subjects.

Assessment Strategy

Over the course of the programme, the following assessment methods are used to assess practical skills:

- ☐ Closed Book Written Examinations (C1-C5)
- ☐ Group projects (C1-C5)
- ☐ Individual written reports, essays, case studies and dissertations (C1-C5)
- ☐ Computer based assessments (C1)
- ☐ Conference Oral Presentation (C2-C3; C5)
- ☐ Conference Poster Presentation (C2-C3; C5)
- ☐ Group Oral Presentations (C1-C5)
- ☐ Practical Laboratory Reports (C2; C4)

Transferable/Key Skills

On completing the programme students should be able to:

D1: Communicate by means of well prepared, clear, confident oral presentations, and written documents

D2: Make effective use of library and other information sources skilfully and appropriately

D3: Plan organise and prioritise work activities in order to meet deadlines

D4: Work independently showing initiatives

D5: Work in teams demonstrating initiative, adaptability, and leadership skills

D6: Solve problems both independently and in teams

D7: Self- reflect on ones learning through both educational and work related experiences

D8: Make effective use of communication and information technology

D9: Research employment opportunities, to prepare and submit effective applications for employment and to gain skills in effective presentations at interview

D10: Produce a personal and professional development plan to help overcome identified skills weaknesses.

Teaching and Learning Methods

Teaching Methods

The primary means of imparting transferable/key skills in all the above is through in class activities and discussions, practical classes, seminars, group work, industry visits and guest lectures. These teaching methods are supported through the University's virtual learning environment.

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The main teaching methods are used to facilitate knowledge and understanding are:

- Seminars combine a mixture of academic-led student discussions focussed on guided readings which includes the analysis of food and nutrition related case studies (D1; D4; D5; D6).
- Lectures and seminars are supplemented, where appropriate, by computer and scientific practical's undertaken in computer and food laboratories (D1-D8).
- Industry visits and guest lectures will be incorporated into modules, where appropriate, to support work related learning (D9-D10).
- Teaching materials and supplementary module information will be placed on the VLE (D2-D10).

All students benefit from career and personal development sessions with the Placement Tutor to develop D7-D10, and students undertaking a Placement Year, or the elective Nutrition Enterprise and Career Skills module, will further develop D8 – D10 in the workplace.

Learning Methods
Throughout the programme students are encouraged to supplement taught material by individual and group self-study of reading materials and appropriate other information sources. In the final year most of the directed reading is of research papers and guidance on their effective use is provided. Short tests, practical exercises and in course assessment are administered in range of modules on completion of specific topics to enable students to monitor the progress of their learning. Timely feedback on in course assessment will be provided to allow students to refine their knowledge and understanding of their core subjects.

Assessment Strategy

Over the course of the programme, the following assessment methods are used to assess transferable key skills:

- Closed Book Written Examinations (D1-D7)
- Multiple Choice examinations (D1-D6)
- Group projects (D1-D8)
- Individual written reports, essays, case studies and dissertations (D1-D4; D6-D8)
- Group based written reports and case studies (D1-D8)
- Computer based assessments (D2-D6; D8)
- Individual student portfolios (D1-D4; D6-D10)
- Conference Oral Presentation (D1-D8)
- Conference Poster Presentation (D1-D8)
- Group Oral Presentations (D1-D8)
- Self-reflections (D1-D10)
- Peer assessment (D1-D10)
- Group Learning Log (D1-D10)
- Practical Laboratory Reports (D1-D8)

For all students, D7-D10 is assessed through completion of compulsory career development sessions. For those undertaking a placement year or elective Nutrition Enterprise and Career Skills module, D7 - D10 is further assessed by their ability to obtain and successfully complete a suitable Placement.

12	**Programme Curriculum, Structure and Features**
Basic structure of the programme	

The programme is available as a four-year full-time programme (480 credits), with an integral Placement Year between the second and final years and a three year full-time programme (360 credits).

Each non-placement year consists of a taught component of 120 credits/year comprising taught modules (mix of food marketing and nutritional modules) with values of 10 and 20 credits, along with a 40 credit research project.   10 credits are associated with 100 hours of study time (including time-tabled classes and private study time). In Stage 3 a total of 20

credits from optional modules can be taken. Stages 1 and 2 consist only of compulsory modules.

The Placement Year provides a period of practical experience and the opportunity to develop students work based skills. Students are responsible for finding an appropriate placement opportunity which will be approved by the Placement Co-ordinator. In this process support is given by the School and Careers Service.

All placements will be undertaken in line with the University's placement policy
http://www.ncl.ac.uk/ltds/assets/documents/qsh-workplacement-pol.pdf

Key features of the programme (including what makes the programme distinctive)
- High content of laboratory-based practical work.
- State-of-the-art facilities for a wide range of practical activities.
- Opportunity to gain workplace skills through the Placement Year.
- Dedicated tutorial programme in preparation for Placement Year.
- Opportunity to gain a recognised qualification, awarded by City and Guilds, for the Placement Year.
- Opportunity to carry out an individual research project in a dynamic research environment.
- Accredited by the Association for Nutrition, enabling the graduates to apply for Direct Entry to the UK Voluntary Register of Nutritionists at Associate level.
- Partial accreditation by the Chartered Institute of Marketing (CIM)
- Provides the appropriate basis for postgraduate study in a wide range of food and nutrition-related areas, including dietetics, food science, molecular nutrition and public health research.
- Provides the appropriate basis for a successful career in the food and nutrition-related industry, in particular areas such as new product development, food quality management and corporate social responsibility.

Programme regulations (link to on-line version)

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13   Support for Student Learning

Generic information regarding University provision is available at the following link.

RBD64_1611U_BD46_vFinal.pdf

14   Methods for evaluating and improving the quality and standards of teaching and   learning

Generic information regarding University provision is available at the following link.

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15   Regulation of assessment

Generic information regarding University provision is available at the following link.

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In addition, information relating to the programme is provided in:

The University Prospectus: http://www.ncl.ac.uk/undergraduate/degrees/#subject

Degree Programme and University Regulations: http://www.ncl.ac.uk/regulations/docs/

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