

MSc

Food Consumer Marketing and Product Development

FULL-TIME

FOOD AND NUTRITION [» HTTPS](#)

This course prepares you for a career within the food sector, specialising in food product development, food consumer marketing or retailing roles.

[How to apply](#)





Everything you need to know...

What is the fee?

Home: £10,310 for the course
International/EU: £17,205 for the course

How long will I study?

1 Year / 15 Months

Where will I study?

City Campus

When do I start?

September 2024

Work Placement Route

For international students wishing to undertake a placement as part of this course, you must apply to the [Food Consumer Marketing and Product Development \(work experience route\)](#) » <https://www.shu.ac.uk/courses/food-and-nutrition/msc-food-consumer-marketing-and-product-development-with-work-experience>. Transferring to the work experience route later will not be possible due to visa restrictions.

1. Course summary

Develop a broad knowledge and scientific understanding of the principles for developing, preserving and managing food development and quality and commercial product management

Develop managerial skills, practical skills and behaviour change theories relevant to the food sector

Benefit from the University's approach to employability

Opt to spend a year on an international placement

This course has been designed to prepare masters students to work in the international food supply industry. You will gain an understanding of how food can be preserved throughout the distribution chain to ensure the supply, marketing and distribution of safe, wholesome food.

Accredited by



Accredited Degree

The course is accredited by [The Chartered Institute of Marketing \(CIM\)](#) ► <http://www.cim.co.uk/Home.aspx> for the purpose of gaining exemptions from units on CIM qualifications. Students may have the opportunity to join The Chartered Institute of Marketing (CIM) as a Studying Member.

Graduate view



'The course was a great experience for me. It strengthened my food tech background, and introduced me to food marketing as well as the complex UK retail market. It's been a valuable addition to my career.'

Muslem Diraneyya, MSc Food Consumer Marketing and Product Development, 2017 graduate

Sheffield Business School accreditation

Sheffield Business School is [accredited by the Association to Advance Collegiate Schools of Business \(AACSB\)](#) ► /notfound?
[item=web%3a%7b389867A6-ACE8-4CD1-8F1C-4B4A489BF021%7d%40en](#), placing us in the top 5% of business schools globally.



Come to an open day

Find out more at our postgraduate open days. Book now for your place.

[Learn more](#)

► <https://www.shu.ac.uk/visit-us/postgraduate-open-days>

2. How you learn

Your lecturer's view

An introduction to MSc Food Consumer Marketing an...



Watch lecturer Dr Leonardo Guevara talk about this course.

All our courses are designed around a set of key principles based on engaging you with the world, collaborating with others, challenging you to think in new ways, and providing you with a supportive environment in which you can thrive.

You will build a broad knowledge of food processing and safety, product development, business to business and consumer marketing and the food chain. You also have opportunities to develop managerial and technical skills relevant to the food sector.

You learn through:

- work-related learning
- group work
- learning sets
- consultancy projects
- research
- peer feedback
- personal reflection
- mentor scheme
- coursework
- essays
- reports

This course is delivered face-to-face over three semesters - teaching is scheduled based on the length of your course and the academic calendar.

Course leaders and tutors

Helen Martin

► <https://www.shu.ac.uk/about-us/our-people/staff-profiles/helen-martin>

Department of Service Sector Management

Profile of Helen Martin, Department of Service Sector Management at Sheffield Hallam University

Applied learning

Live projects

All students will have access to a mentor scheme within the work related activities. Working with a mentor will enable students to understand and critically analyse the range of opportunities available to them.

Networking opportunities

The work-related learning opportunities, visiting guest lectures, work experience ► <https://www.shu.ac.uk/courses/food-and-nutrition/msc-food-consumer-marketing-and-product-development-with-work-experience/full-timeroute> ► <https://www.shu.ac.uk/courses/food-and-nutrition/msc-food-consumer-marketing-and-product-development-with-work-experience/international-timeroute>

[nutrition/msc-food-consumer-marketing-and-product-development-with-work-experience/full-time/2021](#) and mentor scheme all demonstrate the industry engagement available to you.

The course is designed and delivered by an industry-experienced team of academic staff, with an international focus as it attracts students from all around the world.

3. Future careers

This course prepares you for a career in

- technical management
- product development
- product management in the food supply, food manufacturing, food retailing or food service sectors
- food safety
- food analysis
- food manufacturing
- quality assurance
- risk assessment management
- potential progression to PhD
- food consumer and market research
- food merchandising and marketing
- consumer insight
- food innovation

4. Where will I study?

You study at City Campus through a structured mix of lectures, seminars and practical sessions as well as access to digital and online resources to support your learning.

SHU City Campus | Virtual tour



City Campus

City Campus is located in the heart of Sheffield, within minutes of the train and bus stations.

[City Campus map](https://www.shu.ac.uk/visit-us/how-to-find-us/city-campus-map) ► <https://www.shu.ac.uk/visit-us/how-to-find-us/city-campus-map> | [City Campus tour](https://www.shu.ac.uk/study-here/studying-with-us/our-campuses/city-campus-tour) ► <https://www.shu.ac.uk/study-here/studying-with-us/our-campuses/city-campus-tour>



Location

Howard Street
Sheffield
S1 1WB

Get directions

► <https://www.google.com/maps/dir//53.378771,-1.466550/>



Adsets library

Adsets Library is located on our City Campus. It's open 24 hours a day, every day.

[Learn more](#)

► <http://libguides.shu.ac.uk/visitors>

5. Equipment and facilities

On this course you work with

bespoke software packages

mentor scheme

modern kitchens

specialist equipment

6. Entry requirements

All students

Normally one of the following in a relevant subject

- an honours degree, 2.2 or above
- an equivalent recognised qualification
- an HND with significant relevant industrial experience

Relevant subjects include • business • science • social science • a food related discipline

In exceptional circumstances we consider candidates without formal qualifications who demonstrate the necessary experience, intellect and motivation. You may also be able to claim credit points which can reduce the amount of time it takes to complete your qualification at Sheffield Hallam. [Find out more ► https://www.shu.ac.uk/study-here/how-to-apply/recognise-prior-learning](https://www.shu.ac.uk/study-here/how-to-apply/recognise-prior-learning)

Work Experience Route

If English is not your first language you will need an IELTS score of 6.5 with a minimum 6.0 in all skills.

Non Work Experience Route

If English is not your first language you will need an IELTS score of 6.0 with a minimum 5.5 in all skills.

If your English language skill is currently below the required level we recommend you consider a Sheffield Hallam University [pre-sessional English](#) ► <http://www.shu.ac.uk/tesol/language/> course which will enable you to achieve an equivalent English score.

Additional information for EU/International students

If you are an International or non-UK European student, you can find out more about the country specific qualifications we accept on our [international qualifications page](#). ► <https://www.shu.ac.uk/study-here/international/entry-requirements>

For details of English language entry requirements (IELTS), please see the information for 'All students'.

7. Modules

Module and assessment information for future years is displayed as currently validated and may be liable to change. When selecting electives, your choices will be subject to the core requirements of the course. As a result, selections may be limited to a choice between one of two or more specified electives in some instances.

Compulsory modules

Module	Credits	Assessment
Business And Management Strategy	30	Coursework
Developing Food Concepts And Products	30	Coursework
Dissertation	45	Coursework
Food Chain	15	Coursework Exam
Food Marketing	15	Coursework
Food Processing Safety And Quality Management	15	Coursework Exam
Research Methods	15	Coursework
Work Related Learning	15	Coursework

8. Fees and funding

Home students

Our tuition fee for UK students starting full-time study in 2024/25 is £10,310 for the course.

If you are studying an undergraduate course, postgraduate pre-registration course or postgraduate research course over more than one academic year then your tuition fees may increase in subsequent years in line with Government regulations or UK Research and Innovation (UKRI) published fees. More information can be found in our [terms and conditions](#) ► <https://www.shu.ac.uk/study-here/terms-and-conditions-and-student-regulations> under student fees regulations.

International students

Our tuition fee for International/EU students starting full-time study in 2024/25 is £17,205 for the course.



Postgraduate student loans

Up to £11,222 available for Home students on most masters courses.

[Learn more](#)

► <https://www.shu.ac.uk/study-here/fees-and-funding>

Additional course costs

This link allows you to view estimated costs associated with the main activities on specific courses. These are estimates and, as such, are only an indication of additional course costs. Actual costs can vary greatly depending on the choices you make during your course.

Additional costs for Food and nutrition courses (PDF, 163.5KB)
► https://www.shu.ac.uk/-/media/home/olp/course-costs/2024/additional-costs-food-and-nutrition.pdf?sc_lang=en

Legal information

Any offer of a place to study is subject to your acceptance of the [University's Terms and Conditions and Student Regulations](#) ► /study-here/terms-and-conditions-and-student-regulations.

How do I apply?

You apply for this course via our online application form.

Apply for September 2024
► https://msr.shu.ac.uk/urd/sits.urd/run/siw_ipp_lgn.login?process=siw_ipp_app&code1=00003231&code2=0009

You can also use the application form above to apply for future years of entry.

Not ready to apply just yet?

Why not come to our next open day? Open days are the perfect place to talk to staff and students, visit our campuses and get all the information you need. Alternatively, feel free to ask us a question.

Come to an open day
► <https://www.shu.ac.uk/visit-us>

Ask a question
► <https://www.shu.ac.uk/course-enquiry?courseId={45B3EEB3-F1B6-48B7-99DC-948C105536D8}>

Why choose us?

Teach ing

We are Gold rated in the Teaching Excellence Framework (TEF) for the outstanding quality of our teaching and student outcomes

Acco mmo datio n

We guarantee to find you an affordable place to live that's close to campus and comes with all bills included

Empl oyme nt

95% of our UK graduates are in work or further study 15 months after graduating (2020/21 Graduate Outcomes Survey)

Where next?

Find out more about Sheffield Hallam's postgraduate opportunities and community.



Come to an open day

You can chat to teaching and admissions staff, view our facilities and learn more about your funding options.

Book now

► <https://www.shu.ac.uk/visit-us/postgraduate-open-days>



Sign up for updates

Receive emails about postgraduate study, including application reminders and alerts for open days.

Sign up

► <https://www.shu.ac.uk/study-here/order-a-prospectus/postgraduate-updates>



Information for international students

Information for international students including entry requirements by country and funding.

[Learn more](#)

► <https://www.shu.ac.uk/study-here/international>

You might also like

Other courses relating to this MSc Food Consumer Marketing and Product Development course.

MSc

Food Consumer Marketing and Product Development (with Work Experience)

► <https://www.shu.ac.uk/courses/food-and-nutrition/msc-food-consumer-marketing-and-product-development-with-work-experience/full-time/2024>

Full-time - 28 Months / 2 Years

Food and nutrition

This course prepares you for a career within the food sector, specialising in food product development, food consumer marketing or retailing roles.

2024 - Postgraduate

MSc

Food and Nutrition Sciences

► <https://www.shu.ac.uk/courses/food-and-nutrition/msc-food-and-nutrition-sciences/full-time/2024>

Full-time - 1 Year / 15 Months

Food and nutrition

Gain advanced food industry knowledge and practical experience.

2024 - Postgraduate

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