



COURSE CARD: E3S - GER - UASHAM - 5

University: Hamburg University of Applied Sciences, Germany

Course: Sensory Perception and Consumer Sensory in Combination with Innovative Product Development and Innovation Marketing

Course code: 130

Credits: 3 courses, 5 CPs each

Language: German

Instructors: Prof. Dr. M. Busch-Stockfisch; E. Köhn; J. Fritsche; C. Wegmann

When: every year, spring semester Course contents:

Contents: Real-life project combining 3 courses in cooperation with an industry partner

- Profiling, Hedonic tests, Just-About-Right (JAR) tests, Free Choice and Flash Profiling
- Simple market research and expert analysis
- Multivariate statistical analysis: GPA, PCA, ANOVA, PLS MDS, Preference Mapping
- Conjoint Analysis
- Consumer survey
- Development of a product concept
- Results are transferred into product optimization

Textbook: Reference list

Requirements: BA in Process Engineering, Life Sciences, Food Chemistry, Food Technology or related disciplines with basic knowledge in sensory

For whom: Master Food Science

Students (n): 20 - 25

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