



COURSE CARD: E3S - UK - UNINOT - 5

University: University of Nottingham, UK
Course: Consumer Studies and Market Research
Course code: D24SS5
Credits: 10
Language: English
Instructor: Dr Joanne Hort Associate Professor in Sensory Science and staff from Campden BRI. Visiting speakers from Industry.
When: Every June. Next course runs June 18-21 2012. 4 day intensive course plus exam on 22nd June
Content: Factors influencing food choice. Qualitative methods eg focus groups. Quantitative methods including questionnaire design and analysis. More advanced and recent techniques including Penalty analysis, Emotional measures,. Conjoint analysis. Repertory Grid. Auctions.
Taught through a series of lectures and student centred activities.
Assessed essay and examination
Textbook: Resurreccion A (1998) *Sensory Testing for Product development*. Aspen and MacFie H (2007) *Consumer Led Food Product development*. CRC press
Requirements: Introductory Sensory Evaluation Course e.g. D24SS1 or D24PSQ or equivalent.
For whom: Post grad Sensory Science students
Students (n): 1
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