



COURSE CARD: E3S - UK - UNIREA - 3

University: University of Reading, UK

Courses: Consumer Attitudes to Food Quality

Course codes: FB3GSA

Credits: 10

Language: English

Instructor: Lisa Methven, Dr

When: every spring term

Content: Aims : To provide an understanding of the how consumer attitudes to food selection can be applied in the optimisation of product quality attributes. To show how consumer science can be applied in marketing. Learning outcomes : On completion of this module, students should be able to: recognise and debate the psychologically related factors that influence food choice and acceptability, understand how consumer perception and attitudes to food can be applied in product optimisation and marketing, discuss how to carry out informative consumer testing, apply modern statistical methods to analyse and interpret consumer science data, relate consumer preference data to sensory evaluation data of product attributes and debate the appropriateness of different analysis methods. Content comprises 18 h lectures, 3 h seminars, and three course assignments.

Textbooks: Various textbooks are recommended

Requirements: Successful completion of FB3GSE

For whom: Compulsory module for Nutrition with Food Consumer Sciences; optional module for Food Science, Food Technology, Nutrition and Food Science, or Food Science with Business

Students (n): 20-30.

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