



COURSE CARD: E3S - NL - WUR - 7

University: Wageningen University, the Netherlands
Course: Sensory Perception and Consumer Preference
Course code: MCB-30806
Credits: 6
Language: English
Instructor: prof. JCM van Trijp, prof. JHA Kroeze, prof. G Antonides, dr E van Herpen
When: Yearly (Mar-Apr), next course starting March 2013. Precise program to be found at:
<https://ssc.wur.nl/Studiegids/Vak/MCB-30806>
Content: The human senses are the consumer's window to the world. This course teaches how sensory perception drives and affects consumer behaviour in the market place and how marketing offerings (products, services and environments) can be designed to optimise the consumer's experience.
Textbook: Reader and recent journal articles.
Requirements: Assumed knowledge on MCB-20806, MCB-30306
For whom: Optional course
Students (n): -
Source of info: Prof. Hans van Trijp, Hans.vanTrijp@wur.nl
Date: December 19, 2012