



## **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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