

Short Courses in Sensory Science: Consumer Studies and Market Research

18-21 June 2012, University of Nottingham, Sutton Bonington campus

Introduction

Have you ever wondered why your company carries out consumer testing the way it does?

Are you aware of the current issues facing consumer testing? Are there newer approaches or methodologies which your company may benefit from ?

Or do you simply want to update your own knowledge?

This 4 day module, delivered jointly by the University of Nottingham and Campden BRI introduces delegates to factors affecting consumer acceptance of food and the application of techniques used to understand them.

Aims and Objectives

By the end of the course delegates will be able to:

- Define the factors shaping consumer acceptance
- Review the methods available for determining consumer acceptance and attitudes and their pros and cons
- Demonstrate how these principles can be utilized for improved NPD (New Product Development)

Content

- Factors affecting Food Choice/drivers of liking/context/expectation.
- Qualitative research methods including focus groups/indepth interviews and associated result analysis.
- Quantitative research methods including questionnaire design and results analysis.
- Advanced Techniques: Elicitation techniques e.g. Repertory Grid, Emotional Measure, Preference Mapping, Product Optimisation, Conjoint analysis

Teaching Team

- Dr Joanne Hort, Associate Professor in Sensory Science at the University of Nottingham, has specialist research interest in multi modal flavour perception.
- Peter Burgess and Sarah Thomas, Consumer and Sensory Science staff from Campden BRI
- Guest lecturers from industry

Cost and Registration

The cost of the module for 2012 is £1400 (no VAT). Bursaries may be available to cover fees for UK industry delegates. For details or to register, please contact:

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Further Study Opportunities

This module is part of a group of six modules, developed in association with Campden BRI, that constitute our Postgraduate Certificate in Sensory Science, further details of which can be obtained from Carolyn Newton.