



University of
Nottingham

UK | CHINA | MALAYSIA

Consumer Behaviour: Food and Nutrition BSc and MSci

Combine excellent scientific knowledge with in-depth understanding of the factors that influence consumer food choices

nottingham.ac.uk/go/consumerbehaviour



Delivers diverse
career options



Integrates
science,
psychology and
sociology



Unique MSci
option



Sensory Science
Suite and Food
Processing
Facility



Explore how emotions, attitudes and preferences affect buying behaviour, and build expertise in sensory science which is key to understanding consumer behaviour.

Our course, which offers the only MSci option in this subject in the UK, delivers a strong scientific foundation and integrates knowledge from marketing and business, psychology and sociology, ethics, and languages.

nottingham.ac.uk/go/consumerbehaviour

Year one

- The fundamentals of food and nutritional sciences will be covered including food materials and food commodities, nutrients and the physiology of food and healthy eating.
- Consumer behaviour will be introduced, the cultural significance of food and individual eating behaviour.

Year two

- You'll build on your knowledge from year one and focus on practical, personal and professional skill development utilising our exceptional teaching laboratories and sensory suite.
- Understanding why consumers might behave the way they do in relation to food is explored in-depth.

Year three

- You'll examine how to identify opportunities to influence what consumers choose. Creative work ensures you are ready to meet current and future food challenges.
- Confidence with evidence and data are vital skills, you will gain statistical techniques and undertake your own research project.

Year four (MSci only)

- Learn more advanced research skills and apply these in a bespoke research project allowing you to specialise and develop your expertise.
- The communication of science to diverse, non-specialist audiences is a necessary but challenging activity, especially in the digital arena. You will learn how to engage and influence various stakeholders.

Entry requirements

Degree title	UCAS code	Duration	A levels	IB
BSc Consumer Behaviour: Food and Nutrition	B4DF	3 years	ABB-BBB	32-30*
MSci Consumer Behaviour: Food and Nutrition	B4DN	4 years	AAB-ABB	34-32*

* including 5 in two science-based subjects at Higher Level

On this course you can study abroad, and/or do an industry placement year.

Enquire now:



0115 951 5559



nottingham.ac.uk/enquire

This flyer has been drafted in advance of the academic year to which it applies. Every effort has been made to ensure that the information contained in this flyer is accurate at the time of publishing, but changes (for example to course content) are likely to occur given the interval between publication and commencement of the course. It is therefore very important to check our website for any updates before you apply for the course by following **nottingham.ac.uk/ugstudy**. Where there is a difference between the contents of this flyer and our website, the contents of the website take precedence.