

SENSORY AND CONSUMER SCIENCE GRADUATE CREDIT CERTIFICATE PROGRAM

Learning Outcomes

1. Demonstrate proficiency in the fundamental principles of sensory & consumer science.
 - a. List the three major classes of sensory methods: discrimination, descriptive, and affective tests.
 - b. Describe good sensory principles in test design, execution and analysis.
 - c. Select and implement appropriate methods to measure sensory properties of stimuli.
 - d. Select and implement appropriate methods to measure acceptability of consumer products.
 - e. Articulate the biological mechanisms behind taste, oral touch, smell, and color vision, and explain how they influence flavor perception, including how normal biological variation can affect perception and acceptability.
2. Demonstrate proficiency in the fundamental principles of consumer science.
 - a. Develop an understanding of the contribution of consumer insights in product development.
 - b. Identify, select, and apply qualitative, quantitative and hybrid methods to obtain consumer insight.
 - c. Recognize, and identify key consumer biases, and examine trade-offs in research and consumer behavior.
3. Demonstrate proficiency in the fundamental principles of statistics as it relates to sensory & consumer science.
 - a. Identify the main types of statistical analyses related to the three major areas of sensory methodology – discrimination, descriptive, affective tests.
 - b. Select and implement the appropriate statistical method to quantify, visualize and/or describe sensory responses.
 - c. Evaluate the quality and interpret the results of statistical analyses to answer a research question.
 - d. Describe differences between the major classes of sensory testing methods, and situations where each is appropriate.
 - e. Design a complete sensory test, including the data analysis plan, to answer a given research question.