



“The Applied Sensory and Consumer Science Program was a dream come true.”

—Lauren Woods Salazar, New Belgium Brewing

## APPLIED SENSORY AND CONSUMER SCIENCE

### About Our Program

Our online *Applied Sensory and Consumer Science Certificate Program* is the only program of its kind and is continually updated to reflect current and cutting-edge methods in the area of sensory science and consumer testing.

- **Experienced Instructors**—Learn from internationally acknowledged leaders in the field, including UC faculty and industry professionals
- **“Real-world” Learning**—Class projects combine academic and real-world expertise backed by the academic standards of UC Davis
- **Networking Opportunities**—Expand your skills, exchange ideas and build an extensive network of peers from around the world
- **Demonstrated Proficiency**—A certificate indicates serious dedication to a particular field and provides a competitive edge in hiring and promotion situations

### INDUSTRY FACT

**\$76,291 average salary for sensory scientist**

—Payscale.com

### INFORMATION

**CALL** (530) 757-8899

**EMAIL** [sensory@ucdavis.edu](mailto:sensory@ucdavis.edu)

**WEB** [cpe.ucdavis.edu/sensory](http://cpe.ucdavis.edu/sensory)

# Your Academic Path

*Courses must be taken in sequence.*

## Foundations of Sensory Science

4.0 quarter academic credits, X420.1

Explore how to use your senses to evaluate and test food, beverages and non-food products—physiologically and psychologically. This introductory course emphasizes the chemical senses of taste and smell, and covers vision, hearing and the tactile senses. Following a review of the physiology of sensation, you will examine how the mind processes sensory information and review how we are instruments for sensory testing. The course ends with discussions on the theory of sensory measurement, quantitative research principles and psychophysics.

## Sensory Evaluation Methods

4.0 quarter academic credits, X420.2

Explore the methods used in the sensory evaluation of consumer products, including discrimination testing (thresholds, difference tests), scaling and descriptive analysis (principles, applications, descriptive analysis methods). Understand when instrumental measurements of sensory properties are warranted. Learn the univariate and multivariate statistical techniques used to analyze sensory evaluation data.

## Consumer Testing Methods

4.0 quarter academic credits, X420.3

Learn consumer testing methods and associated data analysis procedures. Examine the principles of sampling, recruiting and screening of consumers. Understand the basic tools of quantitative consumer research and learn how to study consumer populations as well as the many influences of context on consumer responses and behavior. Contrast the principles and applications of laboratory tests, central location tests, home use tests and other field tests. Explore qualitative consumer testing methods, including focus groups and ethnographic techniques. Learn ways to relate consumer data to sensory evaluation data in order to optimize product sensory, quality and marketing opportunities.

## Applications of Sensory Science and Consumer Testing Principles

4.0 quarter academic credits, X420.4

Explore strategic business applications of the foundations, principles and methods taught in the first three courses for sensory evaluation and consumer testing using case studies. The course will also cover ad claims, legal issues, product development and optimization, marketing lifecycle and professional resources.



**FULLY  
ONLINE**

### LEARN WHEN AND WHERE YOU WANT!

With the convenience of online learning, you get one-on-one access to expert instructors no matter where you live. Plus, our engaging online format allows you to connect with a global community of sensory science professionals.

### STUDENTS SAY

"This certificate is very important for my professional growth. I will be able to apply everything I have learned and with a very promising future."

—Consuelo, 2018 graduate

**Want to read more student testimonials, course details and other information regarding our *Applied Sensory and Consumer Science Certificate Program*? Check us out online!**

[cpe.ucdavis.edu/sensory](https://cpe.ucdavis.edu/sensory)