

UC DAVIS

Continuing and Professional Education

APPLIED SENSORY AND CONSUMER SCIENCE

2019





Online Innovation

UC Davis Continuing and Professional Education is the industry-recognized leader in the education of sensory science professionals. Approved by the Department of Food Science and Technology at UC Davis, the online Applied Sensory and Consumer Science Certificate Program is continually updated to reflect current and innovative methods in applied sensory and consumer science. Convenient online courses offer one-on-one access to expert instructors. The interactive format allows you to expand your skills, exchange ideas and build an extensive network with peers from around the world.

Learn from the Experts

Instructors for the program are Rebecca Bleibaum, M.A., president/chief of sensory intelligence at Dragonfly SCI, Inc., a sensory and consumer intelligence company; and Jean-Xavier Guinard, Ph.D., a UC Davis Department of Food Science and Technology professor and recognized expert in sensory and consumer testing. Their expertise and the program's unique combination of academic and real-world experience assure that you receive cutting-edge information backed by the rigorous standards of UC Davis.



INSTRUCTOR SPOTLIGHT
Rebecca Bleibaum

Why is this program important?

Sensory science is a broad and complex field, with many business applications that can be applied to nearly all products and services. Our program covers a wide gamut of how sensory science tools are used across Fast Moving Consumer Goods (FMCG) industries. Companies send professionals to us to learn how to design product research that readily applies to their business needs.

What do you want students to take away from the program?

I want students to understand the valuable role that they can play within an organization if they pursue a career in sensory science. Its applications are broad and it gets to the core of the business strategy.

How will students benefit?

This program provides students with increased confidence in their ability to design, execute, analyze and present research results that matter. They've gained an understanding of the diversity of methods in the tool kit and how best to apply them in their unique situations. I have personally met many of our students and have gotten to see first-hand the impact that this program has had on their careers. They think about the field more strategically and many have received promotions as they take on more of a leadership role.

For More Info

Phone: (530) 757-8899

Email: sensory@ucdavis.edu



cpe.ucdavis.edu/sensory

Required Courses

Foundations of Sensory Science

Sept. 30-Dec. 8, 2019

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. Examine how the mind processes sensory information and review how we are instruments for sensory testing. Discuss the theory of sensory measurement, quantitative research principles and psychophysics.

Sensory Evaluation Methods

Jan. 6-March 15, 2020

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

April 6-June 14, 2020

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. Contrast the principles and applications of laboratory, central location, home use and other field tests. Explore qualitative consumer testing methods. Learn ways to relate consumer data to sensory evaluation data in order to optimize product sensory, quality and marketing opportunities.

Applications of Sensory and Consumer Science Principles

July 6-Sept. 13, 2020

Explore strategic business applications of the foundations, principles and methods taught in the first three courses for sensory and consumer science using case studies. Examine ad claims, legal issues, product development and optimization, marketing life cycle and professional resources.

PROGRAM DETAILS

- \$8,925
- Prerequisite: College-level Statistics
- Apply online by Sept. 15, 2019



“This program provided countless resources, unprecedented access to pioneering sensory scientist instructors and taught critical-thinking skills needed to thrive in the field.”

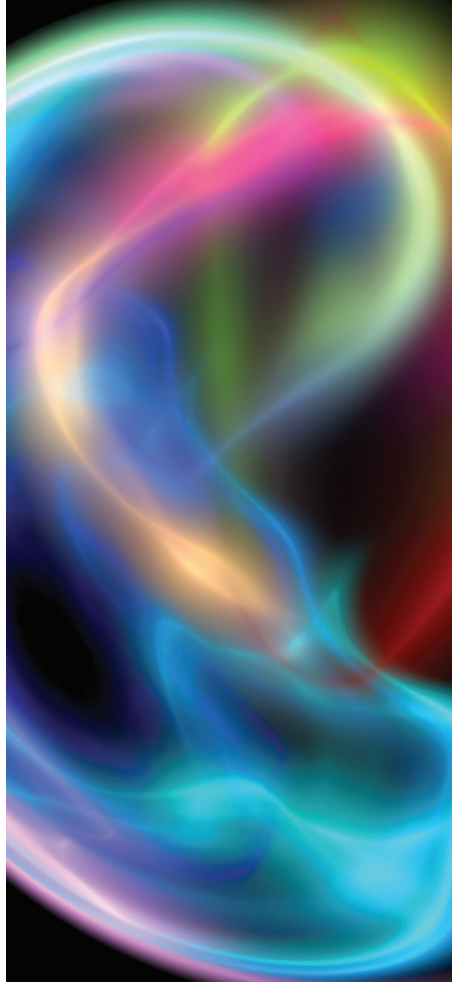
—Damian Espinase Nandorfy, scientist, The Australian Wine Research Institute

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