APPLIED SENSORY AND CONSUMER SCIENCE

APPLY NOW

Innovative, online program for sensory science professionals
APPLIED SENSORY AND CONSUMER SCIENCE

UC Davis Extension is the industry-recognized leader in the education of sensory science professionals. Now in its 17th successful year, the online Applied Sensory and Consumer Science Certificate Program is approved by the Department of Food Science and Technology at UC Davis and 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. Join a global community of sensory science professionals.

ABOUT THE INSTRUCTORS

Taught by recognized UC Davis faculty members and industry professionals, the program’s unique combination of academic and real-world experience assures that you receive cutting-edge information backed by the academic standards of UC Davis. The impetus for the development of the certificate program is credited to the late Howard G. Schutz, Ph.D., professor emeritus of UC Davis and founder and first chair of the IFT Sensory Division.

Rebecca Bleibaum, M.A., is president of Dragonfly SCI, Inc., a sensory and consumer intelligence company located in the San Francisco Bay Area.

Jean-Xavier Guinard, Ph.D., UC Davis Department of Food Science and Technology professor, is a recognized expert in sensory and consumer testing, both nationally and in Europe.

OUR ALUMNI IN THE WORKFORCE

Amway
Anheuser-Busch/InBev
The Campbell Soup Company
The Colgate-Palmolive Company
The Coca-Cola Company
Gerber
Givaudan
Godiva Chocolatier
Griffith Laboratories
International Flavors & Fragrances, Inc.
Kellogg Company
Kraft Heinz Company
The L’Oreal S.A.
Lundberg Family Farms
McCormick & Company
McDonald’s
Nestlé
Pernod Ricard
PepsiCo
Philip Morris
Proctor & Gamble Co.
U.S. Army Natick Research and Development Center
Victoria’s Secret

CAREER OUTLOOK

$78,967
Average salary for Sensory Scientists
Source: Glassdoor.com

“This program was a dream come true. The interaction with other students and the professors elevated all the things I thought I might know and brought to light the things I was missing.”

~Lauren Woods Salazar, wood cellar director and blender, New Belgium Brewing
ABOUT THE CERTIFICATE

The Applied Sensory and Consumer Science Certificate Program consists of graduate professional-level courses approved by the Academic Senate at UC Davis. Upon successful and sequential completion of all four courses, each student will have completed 160 hours of instruction and earned 16 units of academic credit. A letter grade of C or better is required to earn the certificate.

PREREQUISITE: One college-level statistics course.

TECHNICAL REQUIREMENTS: Visit extension.ucdavis.edu/sensory for details.

COST: Each course is $2,100, so you can plan to budget a total of $8,525, which includes the one-time nonrefundable certificate processing fee of $125.

TO APPLY: Apply online at extension.ucdavis.edu/sensory. The deadline is Sept. 15, 2018. The program is limited to the first 60 qualified applicants.

 Foundations of Sensory Science
Oct. 1-Dec. 9, 2018
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
Jan. 7-March 17, 2019
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 8-June 16, 2019
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 and Consumer Science Principles
July 8-Sept. 15, 2019
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 lifecycle and professional resources.

FOR MORE INFORMATION OR TO APPLY

CALL (530) 757-8899
EMAIL sensory@ucdavis.edu
OR VISIT US ONLINE extension.ucdavis.edu/sensory
INNOVATIVE, ONLINE
PROGRAM FOR SENSORY
SCIENCE PROFESSIONALS

Now accepting applications

APPLY ONLINE TODAY
FOR FALL 2018

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