



Graduate Certificate in Sensory and Consumer Science



PennState
World Campus

A world of possibilities.
Online.

Graduate Certificate in Sensory and Consumer Science

Penn State's Sensory and Consumer Science Graduate Certificate, offered online through Penn State World Campus, can help you better understand product development processes and how to elicit consumer choice. You can learn to effectively obtain, analyze, and describe product and consumer insights; provide clear recommendations on enhancing the quality of products; and ensure market success.

As a student in this 12-credit program, your course work will include:

- › fundamentals of sensory practice
- › psychophysical and biological principles of human behavior as it guides and informs sensory and consumer testing
- › the interaction of sensory and consumer science with marketing, consumer understanding, product development, and business
- › applied statistics and data analysis as used in sensory and consumer science

worldcampus.psu.edu/sensory-science



Curriculum

The four courses in this graduate certificate will cover the following topics:

Sensory Data Collection and Analysis

Gain an understanding of methods used in sensory and consumer science, both in laboratory and industrial settings. Learn how to appropriately plan, execute, and report these methods to understand product attributes and consumer responses.

Sensometrics—Applied Multivariate Analysis in Sensory and Food Science

Develop the skills needed to analyze and interpret sensory and consumer data beyond simple summary statistics. Gain an understanding of experimental designs and statistical analyses needed to plan, analyze, and interpret data collected from sensory studies.

Consumer Insights

Learn the fundamental dimensions and value of consumer insights to product development objectives. Identify and examine key consumer biases and trade-offs in research and consumer behavior.

Applied Statistics

Obtain an introduction to the basic concepts of probability, common distributions, statistical methods, and data analysis while developing an ability to apply appropriate statistical methods to summarize and analyze data for routine experimental designs.

Most courses in the Graduate Certificate in Sensory and Consumer Science program are also available as individual courses if you want to fulfill continuing professional development requirements.

For more information, visit:

worldcampus.psu.edu/sensory-science-courses



Online Learning through Penn State World Campus

To allow you to balance your commitments to family, career, and studies, this program is offered online through Penn State World Campus. Your learning experience will be enhanced by frequent faculty interaction, collaborative group projects, access to instructional resources, and dedicated academic advising and support services.

Your courses will have fixed start and end dates. You will be able to complete course work at the time that best fits your schedule; however, there will be weekly deadlines in each course.

Upon successful completion of the program requirements, you will receive a formal certificate from Penn State. No distinction will be made on the certificate that your courses were completed at a distance.



Who Should Apply?

Whether you have your master's degree and are looking for additional training, or you are just starting your graduate education, this certificate is an excellent credential to help you formalize your skills and knowledge in sensory and consumer science. If you hold a bachelor's degree in a nonscience field, you are encouraged to apply, provided you have completed at least 15 credits of science course work at the undergraduate level.

Begin Your Application Today

To pursue the Graduate Certificate in Sensory and Consumer Science, complete an online Graduate School Application Form by clicking on the "Apply Now" button on the "How to Apply" page at: **worldcampus.psu.edu/sensory-science-apply**

The following materials are also required as part of the application process:

- › a copy of an official transcript from each higher education institution attended
- › TOEFL or IELTS score, if applicable

Contact Us

Program Questions

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worldcampus.psu.edu/sensory-science

Admissions Questions

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