

<b>Number/Code</b>	F35
<b>Module Name</b>	<b>Consumer science and sustainable consumption</b>
<b>Type of Module</b>	Professional module (compulsory)
<b>Educational Outcomes, Competencies, Qualification Objectives</b>	Students will be able to <ul style="list-style-type: none"> <li>• explain various relevant theories of sociology and lifestyle research as well as the social and psychological basis for consumer behaviour;</li> <li>• explain recent developments in consumption and to deduct future trends, with emphasis on sustainability;</li> <li>• explain various micro- and macro-economic theories relevant to the market for consumer goods and the attitude of consumers;</li> <li>• explain various theories of consumer and nutrition policy, the present status and future needs;</li> <li>• develop novel concepts for the dialogue with the consumers.</li> </ul>
<b>Types of Courses</b>	Seminar (4 SWS)
<b>Course Content</b>	Selected subjects from economic and social sciences focussing on consumer, consumers' lifestyle and nutrition behaviour.
<b>Course Title</b>	Consumer science and sustainable consumption
<b>Teaching and Learning Methods (Types of Teaching and Learning)</b>	Seminar
<b>Module Applicability</b>	MSc International Food Business and Consumer Studies MSc Sustainable Food Systems
<b>Duration of Module</b>	1 Semester
<b>Frequency of Module</b>	Annually, summer term
<b>Language</b>	English
<b>Recommended (Content) Prerequisites for Taking the Module</b>	-
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<b>Students Workload</b>	180 hours, of which 60 contact hours, 120 hours of independent study
<b>Course Projects</b>	-
<b>Prerequisites for Admission to Examination</b>	Presentation
<b>Examination</b>	Written examination
<b>Number of Credits for the Module</b>	6
<b>Teaching Unit</b>	Department of Nutritional, Food and Consumer Sciences, Fulda University of Applied Sciences and Kassel University, Faculty of Organic Agricultural Sciences
<b>Module Coordinator</b>	Prof. Dr. Christine Küster, Fulda University of Applied Sciences
<b>Module Teacher</b>	Prof. Dr. Christine Küster, Prof. Dr. Angelika Ploeger NN
<b>Types of Media</b>	E-learning platform, scientific data bases, books
<b>Literature</b>	Lecture based materials