

Number/Code	F18
Module Name	Nutritional and consumer behaviour
Type of Module	Bridging module (elective)
Educational Outcomes, Competencies, Qualification Objectives	<p>Students</p> <ul style="list-style-type: none"> • are aware of the crucial impact of cultural, social and psychological factors on the behaviour of consumers when they decide which food to buy and to eat • Are qualified to identify these factors and to apply this knowledge in product development, marketing and similar fields • take methods of empirical research on lifestyle and nutrition, sociological and psychological models for consumer behaviour as basis, and they • are also able to modify nutritional and consumer behaviour and to reflect their own behaviour.
Types of Courses	Seminar (4 SWS)
Course Content	<ul style="list-style-type: none"> • Cultural, social and psychological determinants of nutritional and consumer behaviour • Research on and modification on lifestyles • Models for consumer behaviour • Models for nutritional behaviour
Course Title	Nutritional and consumer behaviour
Teaching and Learning Methods (Types of Teaching and Learning)	Seminar
Module Applicability	MSc International Food Business and Consumer Studies
Duration of Module	1 Semester
Frequency of Module	Annually, winter term
Language	English
Recommended (Content) Prerequisites for Taking the Module	Reading of recommended literature
Prerequisites for Taking the Module	-
Students Workload	180 hours, of which 60 contact hours, 120 hours of independent study
Course Projects	Presentation, requirements for granting the credits
Prerequisites for Admission to Examination	-
Examination	Oral examination
Number of Credits for the Module	6
Teaching Unit	Department of Nutritional, Food and Consumer Sciences, Fulda University of Applied Sciences
Module Coordinator	Prof. Dr. Christine Küster, Fulda University of Applied Sciences
Module Teacher	Prof. Dr. Christine Küster
Types of Media	E-learning platform, scientific data bases, books
Literature	Lecture based materials