AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Food Choice and Consumer Behaviours								
Course Code	BDB112		Couse Level	First Cycle (Bachelor's Degree)					
ECTS Credit	4	Workload	99 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	To teach factors affecting healthy food choice (physical, economic, psychological and biological determinants) and food behaviour models that direct people to make healthy food choices.								
Course Content	Importance of healthy food choices in adequate and balanced nutrition, biological determinants such as hunger, appetite, and taste, appetite mechanism, regulation and food choice, taste preferences and food choice (sweet, salty, sour, bitter tastes), influence of genetic taste markers on food choice , economic determinants such as cost,income, availability, physical determinants such as access, education, skills (e.g. cooking) and time, social determinants such as culture, family, peers and meal patterns , psychological determinants such as mood, stress and guilt, food neophobia and learning to choice new foods, barriers to dietary and lifestyle change and models for changing food behaviour, factors affecting purchasing behavior of consumers, food labels and nutrient profiles, food choices in childhood, food choice and taste preferences in obesity, food choices and eating disorders								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	Victor R. Preedy, Ronald Ross Watson and Colin R. Martin, 2010. Handbook of Behavior Food and Nutrition. Springer, Electronic Book.
2	RitaOrji, Regan L. MandrykandJulitaVassileva, 2012. Towards a Data-DrivenApproachtoIntervention Design: A PredictivePath Model ofHealthyEatingDeterminants. LectureNotes in Computer Science, 2012, Volume 7284, Persuasive Technology. Design for Health and Safety, Pages 203-214.
3	Richard Shepherd,Monique Raats 2006. The Psychology of Food Choice. CABI, UK.

Week	Weekly Detailed Course Contents	
1	Theoretical	Importance of healthy food choices in adequate and balanced nutrition
2	Theoretical	Biological determinants such as hunger, appetite, and taste, appetite mechanism, regulation and food choice
3	Theoretical	Taste preferences and food choice (sweet, salty, sour, bitter tastes), influence of genetic taste markers on food choice
4	Theoretical	Economic determinants such as cost,income, availability
5	Theoretical	Physical determinants such as access, education, skills (e.g. cooking) and time
6	Theoretical	Social determinants such as culture, family, peers and meal patterns
7	Theoretical	Psychological determinants such as mood, stress and guilt
8	Theoretical	Food neophobia and learning to choice new foods
9	Intermediate Exam	Midterm Exam
10	Theoretical	Barriers to dietary and lifestyle change and models for changing food behaviour
11	Theoretical	Factors affecting purchasing behavior of consumers, food labels and nutrient profiles

12	Theoretical	Food choices in childhood
13	Theoretical	Food choice and taste preferences in obesity
14	Theoretical	Food choices and eating disorders
15	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	2	52
Assignment	1	10	0	10
Individual Work	3	5	0	15
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
			Total Workload (Hours)	99
			[Total Workload (Hours) / 25*] = **ECTS**	4
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	Learn influence of hunger, taste and appetite mechanism on food choice,and understand the interaction between mechanisms
2	Learn economic determinants of food choice
3	Learn psychological determinants of food choice
4	Learn physical determinants of food choice
5	Know about the food behavior models and models for changing food choice behavior and able to interprete the models
6	Learn factors affecting purchasing behavior of consumers and nutrient profiles
7	Learn and interprete food choices in childhood, obesity and eating disorders

Programme Outcomes *(Nutrition and Dietetics)*	
1	Assess, apply and evaluate the accuracy, reliability and validity of basic knowledge and evidence based current scientific developments on nutrition and dietetics.
2	Assess scientifically the energy and nutrients need of individuals and develop nutrition plans and programs for the clients according to the principles of adequate and balanced nutrition and assessment of energy and nutrient requirements
3	Develop food and nutrition plans and policies for the prevention and promotion of healthy lifestyle applying the methods of nutritional assessment for the population.
4	Assess the nutritional status of the patients, evaluate the clinical symptoms, plan and apply individualized medical nutrition therapy for the patients.
5	Evaluate the factors affecting the quality of food consumed by the individuals and populations from production to consumption and implement the legal standards and legislations on food safety and food security.
6	Consider, interpret and apply the basic scientific knowledge on nutrition and dietetics especially have skills on critical thinking, problem solving and decision making and use effectively the appropriate current technologies and computer, demonstrate skills in preparing research manuscripts, project proposals, collecting and verifying data and writing report.
7	Assess, evaluate and interpret the nutritional status of the individuals and population groups using current knowledge, develop preventive measures, apply medical nutrition therapy, demonstrate active participation, teamwork and contributions with national and international stakeholders in health and social areas, in terms of ethical principles.
8	Plan menus in the institutional food service systems depending on the energy and nutrient requirements of target groups in the scope of nutrition and dietetic principles, take care of food safety in all settings from purchase of food to service, apply appropriate service using technological developments.
9	Develop and use effective strategies for the education, counseling and encouragement of individuals and population groups to facilitate behavior change and choose healthy and safety foods, prepare and update the related educational materials.
10	Apply laboratory work on product development, food analysis and related factors effecting food quality and interpret the results and evaluate them according to the legal arrangements.
11	Plan, manage, evaluate, monitor and report researches and programs to educate and increase and improve the knowledge and awareness of individuals and population groups on healthy nutrition during all lifecycle period, and lead such activities, support and take role in the preparation and implementation of national and international food and nutrition plans and policies.
12	Work and perform duties in the scope of occupational responsibilities and ethical principles, understand the importance of lifelong learning, follow the latest developments (innovations) in science, technology and health, demonstrate professional attributes for the enhancement of nutrition and dietetics profession.

13	Use, apply, discuss and share scientific and evidence based knowledge in nutrition and dietetics practice with team and team members, develop and demonstrate effective skills using oral, print, visual methods in communicating and expressing thoughts and ideas, communicate with all stakeholders within ethical principles. Develop and demonstrate effective communications skills using oral, print, visual, electronic and mass media methods
14	Plan, apply, monitor and evaluate individualized medical nutrition therapy within interdisciplinary approaches, considering the sociocultural, economical status of patients in various age groups and also contribute to clinical researches.

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5	L6	L7
P1	3	4	3	3	4	3	3
P2	3	4	3	3	3	3	3
P3	4	4	3	3	3	3	4
P4	4	3	4	3	3	4	4
P5	5	3	4	4	4	4	4
P6	4	5	5	4	4	2	2
P7	5	3	5	2	4	3	3
P8	3	4	3	3	2	3	2
P9	3	4	3	2	3	2	3
P10	3	3	4	3	3	4	4
P11	3	4	4	4	2	4	2
P12	4	3	3	4	2	2	3
P13	4	3	4	2	3	3	2
P14	5	5	3	3	4	3	2