Course for Ph.D. Students
XLII cycle (1st Nov 2026 – 31st Oct 2029)

Curriculum
FOOD SCIENCE

Novel foods and emerging trends in consumer behavior
(1 ECTS)

Prof. Giovanni Sogari
UNIVERSITY OF PARMA

Course language: *English*

Approximative scheduling: **July 2027**

The exact dates and schedules will be announced by email and posted on the PhD program's website.

To attend the course please contact:
Prof. Giovanni Sogari (giovanni.sogari@unipr.it)

Course description
Novel Foods and Emerging Trends in Consumer Behavior provides an in-depth exploration of novel foods and alternative proteins, examining their development, market potential, and role in shaping the future of food systems. The course investigates the psychological, cultural, and societal factors that influence consumer attitudes, acceptance, and purchasing decisions regarding innovative food products. Particular attention is given to the impact of sustainability and health considerations on the promotion, adoption, and long-term success of novel foods in a rapidly evolving global marketplace.

Evaluation: Evaluation: YES, oral presentation