Food ATP Training - Fresh Thought for Food

The Food ATP offers exciting new industry related training specifically designed to help fast track the careers of food professionals. Key to the Food ATP’s success is our close partnership with a broad range of industry partners and stakeholders, and we consistently update our training programmes to provide cutting-edge learning opportunities that combine industry expertise with world-class research and teaching.

Inspiring, stimulating and exciting, our training modules and programmes reflect the latest thinking within the food industry. Whether you are in a technical or production role, new product developer, technologist or researcher, our cutting edge learning pathways will increase your impact in the workplace, accelerate your career development and give you the skills to implement change.

Convenient and flexible, our training format fits around your work and personal commitments, enabling you to undertake continued professional development (CPD) or completed with academic credit and built up, along with a work-based research project, towards a Masters degree, or with doctoral-level research towards a Professional Doctorate in Agriculture and Food, the first award of its kind.

Coming Up...

Understanding & Influencing Consumer Behaviour:

This module commences with online distance learning from September 2015 followed by a four day campus workshop period (19th - 22nd October 2015) hosted by the University of Reading at their award winning Whiteknights Campus.

The campus workshops will include key note talks and facilitated discussions with academic and industry experts, practical sessions and presentations.

Completing the Understanding & Influencing Consumer Behaviour module will provide participants with an understanding of:

- The motivation of consumers when making food choices
- Consumer liking of and attitudes towards food
- The key factors shaping food choices and consumption
- Consumer decision making
- Profiling customers into useful and actionable market segments
• How policy influences food marketing practices and consumer behaviour

Module Fee: £650 with bursary* / £1650 full cost.

APPLY TODAY!

Enrol on this or any other of our ground-breaking modules and get in ahead of the crowd. We are now open to applications for all of our 2015/16 training modules, and recommend you apply early to avoid disappointment and to secure your bursary*.

* subject to eligibility

For more information on this or any of our training modules, or to request and application pack:

Email info@foodatp.co.uk
Call Fiona or Marie on 0118 378 8722
Visit www.foodatp.co.uk