

University of Pretoria Yearbook 2016

Food consumerism and product advice 723 (VDS 723)

Qualification	Postgraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	15.00
Programmes	BScHons Nutrition and Food Science
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Consumer Science
Period of presentation	Semester 1 or Semester 2

Module content

Factors influencing food consumption, consumer behaviour and food choice. Food product advice. Consumer advice, marketing of food products, consumer education.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.