



University of Pretoria Yearbook 2016

BConsumer Science Clothing: Retail Management (02130124)

Duration of study 4 years

Total credits 509

Admission requirements

- In order to register NSC/IEB/Cambridge candidates must comply with the minimum requirements for degree studies as well as the minimum requirements for the relevant study programme.
- Life Orientation is excluded in the calculation of the Admission Point Score (APS)
- Grade 11 results are used for the provisional admission of prospective students. Final admission is based on the Grade 12 results.

Minimum requirements for 2016								
Achievement level								
Afrikaans or English				Mathematics				APS
NSC/IEB	HIGCSE	AS-Level	A-Level	NSC/IEB	HIGCSE	AS-Level	A-Level	
5	3	C	C	4	3	D	D	28

Candidates who do not comply with the minimum admission requirements may be considered for admission to the BConsumer Science study programme based on the results of the NBT. Please note: No extended programme is offered in BConsumer Science.

Other programme-specific information

Students may enrol for AIM 111 and AIM 121 instead of AIM 101 (the same content presented over 2 semesters). Students who do not qualify for STK 110 must register for STK 113 and STK 123.

Promotion to next study year

A student who did not pass all the prescribed modules of a particular year of study, has to register for the outstanding modules first. With the approval of the head of the department, modules of the following year of study may be taken in advance only if no timetable clashes occur; all the requirements and prerequisites have been met and not more than a specified number of credits per semester are taken. The credits of the semester of which modules are repeated, are taken as a guideline for the calculation of the number of modules permitted.

- a. A student registers for the second year when at least 80% of the first-year module credits have been passed.



- b. A student registers for the third year when at least 85% of the module credits of the previous years have been passed.
- c. A student registers for the fourth year when at least 95% of the module credits of the previous years have been passed.

Practical/clinical/internship information

KTP 403 Experiential training in the industry: During the 4 years of study, during holidays, weekends and after hours, students must complete a total of 480 hours experiential training in the industry to develop practical and occupational skills, participate in community projects/development, engage in service learning. This is equal to 3 weeks x 40 hours (120 hours) per year, according to requirements as determined by the head of the department. These "credits" must be successfully completed together with a complete portfolio before the degree will be conferred.

Pass with distinction

A student obtains his or her degree with distinction if a weighted average of at least 75% is obtained in the following modules:

A combination equivalent to six semester modules

Marketing research 314 and Strategic marketing 321

Clothing retail management 410 and Clothing merchandising 420

Clothing production 320, Product development 411

Project: Clothing textile project 402

New developments, sustainability and textile use 411

Textiles: Marketing and consumer aspects 421



Curriculum: Year 1

Minimum credits: 121

Fundamental modules

Academic information management 111 (AIM 111)

Module credits 4.00

Service modules

Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Economic and Management Sciences
Faculty of Humanities
Faculty of Law
Faculty of Health Sciences
Faculty of Natural and Agricultural Sciences
Faculty of Theology

Prerequisites No prerequisites.

Contact time MAMELODI, 2 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Information Science

Period of presentation Semester 1

Module content

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology.

Academic information management 121 (AIM 121)

Module credits 4.00

Service modules

Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Economic and Management Sciences
Faculty of Humanities
Faculty of Law
Faculty of Health Sciences
Faculty of Natural and Agricultural Sciences
Faculty of Theology
Faculty of Veterinary Science

Prerequisites No prerequisites.

Contact time 2 lectures per week, MAMELODI

Language of tuition Both Afr and Eng

Academic organisation Information Science

Period of presentation Semester 2



Module content

Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

Language and study skills 110 (LST 110)

Module credits 6.00

Service modules Faculty of Natural and Agricultural Sciences
Faculty of Veterinary Science

Prerequisites No prerequisites.

Contact time 2 lectures per week

Language of tuition English

Academic organisation Unit for Academic Literacy

Period of presentation Semester 1

Module content

The module aims to equip students with the ability to cope with the reading and writing demands of scientific disciplines.

Academic orientation 102 (UPO 102)

Module credits 0.00

Language of tuition Double Medium

Academic organisation Natural + Agric Sciences Dean

Period of presentation Year

Academic information management 102 (AIM 102)

Module credits 6.00

Service modules Faculty of Education
Faculty of Economic and Management Sciences
Faculty of Humanities
Faculty of Law
Faculty of Health Sciences
Faculty of Natural and Agricultural Sciences
Faculty of Theology
Faculty of Veterinary Science

Contact time 2 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Information Science

Period of presentation Semester 2



Module content

Find, evaluate, process, manage and present information resources for academic purposes using appropriate technology. Apply effective search strategies in different technological environments. Demonstrate the ethical and fair use of information resources. Integrate 21st-century communications into the management of academic information.

Core modules

Principles of marketing management 110 (BEM 110)

Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Language of tuition Both Afr and Eng

Academic organisation Marketing Management

Period of presentation Semester 1

Module content

Principles of marketing management and marketing instruments, customer centricity, the process of marketing management, market segmentation, positioning and marketing information systems, environmental analysis, identification of target markets, value creation, positioning strategies, consumer behaviour, relationship marketing, relationship intention, application of product, price, marketing communication and distribution strategies.

Economics 110 (EKN 110)

Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Contact time 2 lectures per week, 1 discussion class per week

Language of tuition Both Afr and Eng

Academic organisation Economics

Period of presentation Semester 1



Module content

This module deals with the core principles of economics. A distinction between macroeconomics and microeconomics is made. A discussion of the market system and circular flow of goods, services and money is followed by a section dealing with microeconomic principles, including demand and supply analysis, consumer behaviour and utility maximisation, production and the costs thereof, and the different market models and firm behaviour. Labour market institutions and issues, wage determination, as well as income inequality and poverty are also addressed. A section of money, banking, interest rates and monetary policy concludes the course.

Economics 120 (EKN 120)

Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites EKN 110 GS or EKN 113 GS and at least 4 (50-59%) in Mathematics in the Grade 12 examination or 60% in STK 113 and concurrently registered for STK 123

Contact time 2 lectures per week, 1 discussion class per week

Language of tuition Both Afr and Eng

Academic organisation Economics

Period of presentation Semester 2

Module content

This module deals with the core principles of economics, especially macroeconomic measurement the private and public sectors of the South African economy receive attention, while basic macroeconomic relationships and the measurement of domestic output and national income are discussed. Aggregate demand and supply analysis stands core to this course which is also used to introduce students to the analysis of economic growth, unemployment and inflation. The microeconomics of government is addressed in a separate section, followed by a section on international economics, focusing on international trade, exchange rates and the balance of payments. The economics of developing countries and South Africa in the global economy conclude the course.

Aesthetics 121 (EST 121)

Module credits 9.00

Prerequisites OBG 111

Contact time 1 lecture per week, 1 practical per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 2

Module content

Presentation techniques: story boards and technical drawings. Presentation techniques using CAD.



Financial accounting 111 (FRK 111)

Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Law
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Contact time 4 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Accounting

Period of presentation Semester 1

Module content

The nature and function of accounting; the development of accounting; financial position; financial result; the recording process; processing of accounting data; treatment of VAT; elementary income statement and balance sheet; flow of documents; accounting systems; introduction to internal control and internal control measures; bank reconciliations; control accounts; adjustments; financial statements of a sole proprietorship; the accounting framework.

Financial accounting 121 (FRK 121)

Module credits 12.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Natural and Agricultural Sciences

Prerequisites FRK 111 GS

Contact time 4 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Accounting

Period of presentation Semester 2

Module content

Property, plant and equipment; intangible assets; inventories; liabilities; presentation of financial statements; enterprises without profit motive; partnerships; companies; close corporations; cash flow statements; analysis and interpretation of financial statements.

Clothing production: sewing techniques 110 (KLR 110)

Module credits 9.00

Prerequisites No prerequisites.

Contact time 1 discussion class per week, 1 lecture per week, 1 practical per week

Language of tuition Double Medium



Academic organisation Consumer Science

Period of presentation Semester 1

Module content

Basic clothing construction techniques and quality control.

Clothing production: processes 120 (KLR 120)

Module credits 9.00

Prerequisites KLR 110

Contact time 1 lecture per week, 1 discussion class per week, 1 practical per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 2

Module content

Application of basic clothing construction techniques and quality control.

Design principles 111 (OBG 111)

Module credits 7.00

Prerequisites No prerequisites.

Contact time 1 lecture per week, 1 practical per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 1

Module content

An introduction to the elements and principles of design as is applicable to interior and clothing design and food preparation. Colour theory.

Statistics 110 (STK 110)

Module credits 13.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites At least 5 (60-69%) in Mathematics in the Grade 12 examination. Candidates who do not qualify for STK 110 must register for STK 113 and STK 123

Contact time 1 tutorial per week, 1 practical per week, 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Statistics



Period of presentation Semester 1

Module content

Descriptive statistics:

Sampling and the collection of data; frequency distributions and graphical representations. Descriptive measures of location and dispersion.

Probability and inference:

Introductory probability theory and theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

Statistics 113 (STK 113)

Module credits 11.00

Service modules Faculty of Education
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Contact time 1 tutorial per week, 1 practical per week, 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Statistics

Period of presentation Semester 1

Module content

*On its own, STK 113 and 123 will not be recognised for degree purposes, but exemption will be granted for STK 110.

Data operations and transformations:

Introductory concepts, the role of statistic, various types of data and the number system. Concepts underlying linear, quadratic, exponential, hyperbolic, logarithmic transformations of quantitative data, graphical representations, solving of equations, interpretations. Determining linear equations in practical situations. Characteristics of logarithmic functions. The relationship between the exponential and logarithmic functions in economic and related problems. Systems of equations in equilibrium. Additional concepts relating to data processing, functions and inverse functions, sigma notation, factorial notation, sequences and series, inequalities (strong, weak, absolute, conditional, double) and absolute values.

Descriptive statistics - Univariate:

Sampling and the collection of data, frequency distributions and graphical representations. Descriptive measures of location and dispersion. Introductory probability theory. Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques.

The weekly one hour practical is presented during the last seven weeks of the semester.

Statistics 120 (STK 120)

Module credits 13.00



Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	STK 110 GS or both STK 113 GS and STK 123 GS or both WST 133 and WST 143 or STK 133 and STK 143 or STK 133 and STK 143
Contact time	1 practical per week, 3 lectures per week, 1 tutorial per week
Language of tuition	Both Afr and Eng
Academic organisation	Statistics
Period of presentation	Semester 2

Module content

Multivariate statistics:

Analysis of variance, categorical data analysis, distribution-free methods, curve fitting, regression and correlation, the analysis of time series and indices.

Statistical and economic applications of quantitative techniques:

Systems of linear equations: drafting, matrices, solving and application. Optimisation; linear functions (two and more independent variables), non-linear functions (one and two independent variables). Marginal and total functions. Stochastic and deterministic variables in statistical and economic context: producers' and consumers' surplus, distribution functions, probability distributions, probability density functions. Identification, use, evaluation, interpretation of statistical computer packages and statistical techniques.

This module is also presented as an anti-semester bilingual module.

Statistics 123 (STK 123)

Module credits	12.00
Service modules	Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	STK 113 GS
Contact time	1 tutorial per week, 1 practical per week, 3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Statistics
Period of presentation	Semester 2



Module content

*On its own, STK 113 and 123 will not be recognized for degree purposes, but exemption will be granted for STK 110.

Optimisation techniques with economic applications: Data transformations and relationships with economic applications, operations and rules, linear, quadratic, exponential, hyperbolic and logarithmic functions; systems of equations in equilibrium, system of linear inequalities, solving of linear programming problems by means of the graphical and extreme point methods. Applications of differentiation and integration in statistic and economic related problems: the limit of a function, continuity, rate of change, the derivative of a function, differentiation rules, higher order derivatives, optimisation techniques, the area under a curve and applications of definite integrals. Probability and inference: Theoretical distributions. Sampling distributions. Estimation theory and hypothesis testing of sampling averages and proportions (one-sample and two-sample cases). Identification, use, evaluation and interpretation of statistical computer packages and statistical techniques. The weekly one hour practical is presented during the last seven weeks of the semester.

Marketing applications 122 (BEM 122)

Module credits 10.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites BEM 110 GS

Language of tuition Both Afr and Eng

Academic organisation Marketing Management

Period of presentation Semester 2

Module content

E-marketing, services marketing, not-for-profit marketing, business-to-business marketing, retailing, global marketing.



Curriculum: Year 2

Minimum credits: 131

Core modules

Costume and fashion history 210 (KLD 210)

Module credits	12.00
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Double Medium
Academic organisation	Consumer Science
Period of presentation	Semester 1

Module content

Costume and fashion history: Appearance characteristics of Western dress. Influencing factors. Evolution of styles from Ancient Egyptian up to and including the present.

Fashion forecasting 222 (KLD 222)

Module credits	12.00
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Double Medium
Academic organisation	Consumer Science
Period of presentation	Semester 2

Module content

The South African fashion industry: Basic principles of fashion; fashion as a product; and the consumer. Fashion production: Haute Couture and ready-to-wear clothes. Fashion forecasting and fashion analyses.

Flat pattern design 211 (KLR 211)

Module credits	12.00
Prerequisites	KLR 120
Contact time	2 practicals per week
Language of tuition	Double Medium
Academic organisation	Consumer Science
Period of presentation	Semester 1

Module content

Flat pattern design. Computer Aided Design (CAD).



Pattern use and good fit 221 (KLR 221)

Module credits	10.00
Prerequisites	KLR 211
Contact time	1 practical per week, 1 lecture per week
Language of tuition	Double Medium
Academic organisation	Consumer Science
Period of presentation	Semester 2

Module content

Pattern use and good fitting.

Business management 114 (OBS 114)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	May not be included in the same curriculum as OBS 155
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Business Management
Period of presentation	Semester 1

Module content

Introduction to business management as a science; the environment in which the enterprise operates; the field of business, the mission and goals of an enterprise; management and entrepreneurship. The choice of a form of enterprise; the choice of products and/or services; profit and cost planning for different sizes of operating units; the choice of location; the nature of production processes and the layout of the plant or operating unit. Introduction to and overview of general management, especially regarding the five management tasks: strategic management; contemporary developments and management issues; financial management; marketing and public relations. Introduction to and overview of the value chain model; management of the input; management of the purchasing function; management of the transformation process with specific reference to production and operations management; human resources management and information management; corporate governance and black economic empowerment (BEE).

Business management 124 (OBS 124)

Module credits	10.00
Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Education Faculty of Humanities Faculty of Natural and Agricultural Sciences



Prerequisites Admission to the examination in OBS 114

Contact time 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Business Management

Period of presentation Semester 2

Module content

Responsible leadership and the role of a business in society. The nature and development of entrepreneurship; the individual entrepreneur and characteristics of South African entrepreneurs. Looking at the window of opportunity. Getting started (business start up). Exploring different routes to entrepreneurship: entering a family business, buying a franchise, home-based business and the business buyout. This semester also covers how entrepreneurs can network and find support in their environments. Case studies of successful entrepreneurs - also South African entrepreneurs - are studied.

Textiles: Utilities, fibres and yarns 212 (TKS 212)

Module credits 14.00

Service modules Faculty of Engineering, Built Environment and Information Technology

Prerequisites No prerequisites.

Contact time 3 lectures per week, 1 practical per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 1

Module content

Utility aspects: basic components of textiles, consumer decision making, utility aspects that include durability, comfort, maintenance, health/safety/protection and aesthetic aspects. Fibres and yarns: Fibre structure and performance including textile chemistry, fibre morphology and formation, fibre properties, classification and identification. Yarn structure and performance (including spun yarns, filament yarns, compound and novelty yarns).

Textiles: Structures and finishes 222 (TKS 222)

Module credits 10.00

Prerequisites TKS 212 GS

Contact time 1 practical per week, 2 lectures per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 2



Module content

Fabric structures: Introduction to fabric structures. Woven fabrics, knits, non-woven fabrics and compound fabrics. Finishes and dyeing processes: Introduction to fabric finishing. Preparatory and final finishes. Finishes for special end-uses: durability, comfort and protection; ease of maintenance; aesthetic appeal. Dyed and printed fabrics.

Informatics 281 (INF 281)

Module credits 3.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Natural and Agricultural Sciences

Prerequisites FRK 111, FRK 121 or FRK 100 or FRK 101

Contact time 2 practicals per week

Language of tuition English

Academic organisation Informatics

Period of presentation Semester 1 or Semester 2

Module content

Computer processing of accounting information.

Consumer behaviour 212 (BEM 212)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites BEM 110 GS

Contact time 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Marketing Management

Period of presentation Semester 1

Module content

Internal and external influencing factors of consumer behaviour, the consumer's decision process and application fields of consumer behaviour, consumerisms and social responsibility, buying behaviour of consumers in both product and service related industries, consumer psychology and the influence thereof on buying behaviour, psychology of pricing, influencing factors in consumer buying behaviour, the impact of various forms of marketing communication on buying behaviour.

Integrated brand communications 224 (BEM 224)

Module credits 16.00



Service modules	Faculty of Engineering, Built Environment and Information Technology Faculty of Humanities Faculty of Natural and Agricultural Sciences
Prerequisites	BEM 110 GS
Contact time	3 lectures per week
Language of tuition	Both Afr and Eng
Academic organisation	Marketing Management
Period of presentation	Semester 2

Module content

Integrated brand communications approach, marketing communication planning, objectives and budgets for integrated marketing communications, principles and strategising of marketing communication elements, new media, the brand name communication process, marketing metrics and evaluation for marketing communication effectiveness.



Curriculum: Year 3

Minimum credits: 138

Core modules

Marketing management 321 (BEM 321)

Module credits 20.00

Service modules Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites BEM 212

Contact time 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Marketing Management

Period of presentation Semester 2

Module content

Strategic issues in marketing, strategic marketing, strategic analysis (market analysis, customer analysis, competitor analysis and internal analysis), market strategies (competitive strategies, strategies in the product life cycle and relationship building strategies) and strategy implementation and control.

Business law 210 (BER 210)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Economic and Management Sciences
Faculty of Natural and Agricultural Sciences

Prerequisites No prerequisites.

Contact time 2 lectures per week, 1 discussion class per week

Language of tuition Both Afr and Eng

Academic organisation Mercantile Law

Period of presentation Semester 1

Module content

Basic principles of law of contract. Law of sales, credit agreements, lease.

Business law 220 (BER 220)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Economic and Management Sciences
Faculty of Natural and Agricultural Sciences

Prerequisites Examination entrance for BER 210



Contact time 2 lectures per week, 1 discussion class per week

Language of tuition Both Afr and Eng

Academic organisation Mercantile Law

Period of presentation Semester 2

Module content

Labour law. Aspects of security law. Law of insolvency. Entrepreneurial law; company law, law concerning close corporations. Law of partnerships.

Clothing production 321 (KLR 321)

Module credits 11.00

Prerequisites KLR 221

Contact time 1 practical per week, 1 lecture per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 2

Module content

Small scale production: Industrial machines, production systems, quality assurance.

Business management 210 (OBS 210)

Module credits 16.00

Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Natural and Agricultural Sciences

Prerequisites OBS 114 or 124 with admission to the examination in the other

Contact time 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Business Management

Period of presentation Semester 1

Module content

Logistics management

The role of logistics in an enterprise; definition and scope of customer service; electronic and other logistics information systems; inventory management; materials management with special reference to Japanese systems; management of the supply chain. Methods of transport and transport costs; types and costs of warehousing; electronic aids in materials handling; cost and price determination of purchases; organising for logistics management; methods for improving logistics performance.

Business management 220 (OBS 220)

Module credits 16.00



Service modules Faculty of Engineering, Built Environment and Information Technology
Faculty of Education
Faculty of Natural and Agricultural Sciences

Prerequisites OBS 114 or 124 with admission to the examination in the other

Contact time 3 lectures per week

Language of tuition Both Afr and Eng

Academic organisation Business Management

Period of presentation Semester 2

Module content

Project management: Introduction

Project management concepts; needs identification; the project, the project manager and the project team; types of project organisations; project communication and documentation.

Planning and control: planning, scheduling and schedule control of projects; resource considerations and allocations; cost planning and performance evaluation.

Social and cultural aspects of clothing 311 (KLD 311)

Module credits 15.00

Prerequisites No prerequisites.

Contact time 3 lectures per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 2

Module content

Social-Psychological and cultural aspects of clothing: Development of a framework; Symbolic-Interaction as a framework; the cognitive approach. Development of the self: self and self-concept: the body as indicator; personal values and norms. Appearance management and presentation of the self: role acceptance, identity, social control, roles in social cognition. Cultural context and dress: reflection of human adaptation; culture creations (technical, moral and ceremonial patterns); societies and clothing; beauty standards and beauty ideals.

Social context, identity, change and clothing: the family, politics, religion, economy and the role of clothing as a reflection of social and personal identities; mentefacts and identities; social change and clothing

Marketing research 314 (BEM 314)

Module credits 20.00

Service modules Faculty of Humanities
Faculty of Natural and Agricultural Sciences

Prerequisites BEM 110; BEM 212 GS and STK 110

Contact time 3 lectures per week

Language of tuition Both Afr and Eng



Academic organisation Marketing Management

Period of presentation Semester 1

Module content

The role of marketing research, the process of marketing research, interpretation of secondary research, qualitative research, survey research, observation, measurement and attitude scaling, questionnaire design, sampling design and sampling procedures, basic data analysis, descriptive statistical analysis, interpretation and reporting of results, research report writing.

Aesthetics: Product, consumer and environment 320 (EST 320)

Module credits 8.00

Prerequisites OBG 111

Contact time 2 lectures per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 1

Module content

Introduction to aesthetics. The interaction between environment and consumers' aesthetic experience. Visual merchandising: basic components; tools and techniques; planning in clothing, interior and foods retail settings



Curriculum: Final year

Minimum credits: 125

Core modules

Clothing retail management 410 (KLD 410)

Module credits	20.00
Prerequisites	Final-year status
Contact time	3 lectures per week
Language of tuition	Double Medium
Academic organisation	Consumer Science
Period of presentation	Semester 1

Module content

Clothing retail aspects: Functioning of clothing retail. Environments, formats and structures of clothing retailers. Merchandising and store positioning. Fashion consumer behaviour. Ethics and social responsibilities of clothing retailers. Fashion marketing communication; advertising, direct marketing, sales promotions, personal selling and service provision, publicity and public relations, fashion shows and special events.

Clothing merchandising 420 (KLD 420)

Module credits	20.00
Prerequisites	Final-year status
Contact time	3 lectures per week
Language of tuition	Double Medium
Academic organisation	Consumer Science
Period of presentation	Semester 2

Module content

Clothing merchandise managerial aspects: fashion buying and planning function, controlling inventories, factors influencing stock movement, redistribution of stock; merchandising processes, sourcing and relationship with suppliers; management roles and responsibilities. Buying strategies, forecasting and records, preparing a buying plan, developing an assortment plan. Use of relevant soft wear in the buying and planning function. Global perspective of the clothing industry.

Product development 411 (KLR 411)

Module credits	19.00
Prerequisites	KLR 221 and KLR 321
Contact time	1 practical per week, 2 lectures per week
Language of tuition	Double Medium
Academic organisation	Consumer Science



Period of presentation Semester 1

Module content

Production: product analysis, planning and execution. Application clothing, textile and consumer knowledge by utilising a CAD-program for planning and assembling apparel. The small business enterprise: Introduction: clothing small business enterprises; types and locations. Marketing aspects: target market selection; product mix; pricing methods; distribution channels; marketing communication mix; financial aspects.

Clothing and textile research project 402 (KTP 402)

Module credits 28.00

Prerequisites Final-year status

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Year

Module content

Project in field of application: planning and execution.

Textiles: marketing and consumer aspects 421 (TKS 421)

Module credits 15.00

Prerequisites TKS 212, TKS 222 and TKS 310

Contact time 3 lectures per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 2

Module content

Clothing textiles and textile products from a marketing and consumer perspective. Practical project: Project to assess performance properties of textiles for specific end-use by using laboratory tests. A written report of the results is also required.

Experiential training in industry 403 (KTP 403)

Module credits 5.00

Prerequisites Documentation of work experience as required for years 1-3

Contact time 1 practical per week

Language of tuition Double Medium

Academic organisation Consumer Science

Period of presentation Semester 2



Module content

During the first to fourth years of study students must complete a total of 480 hours experiential training in the industry to develop practical and occupational skills, participate in community engagement and provide service learning. This is equal to 3 weeks x 40 hours (120 hours) per year, according to requirements as determined by the head of department. These "credits" include evidence of experiential training, service learning and community engagement during the four years of the study programme and must be successfully completed together with a complete portfolio before the degree will be conferred

New developments, sustainability and textiles in use 411 (TKS 411)

Module credits	13.00
Prerequisites	TKS 212 and TKS 222 GS
Contact time	1 practical per week, 2 lectures per week
Language of tuition	English
Academic organisation	Consumer Science
Period of presentation	Semester 1

Module content

New developments (apparel textiles). Textile product use and basic physical quality testing procedures. Impact of textiles on the environment and sustainability.

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.