

University of Pretoria Yearbook 2018

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

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	8.00
Programmes	BConSci Clothing Retail Management BConSci Food Retail Management BConSci Hospitality Management
Prerequisites	OBG 111
Contact time	2 lectures per week
Language of tuition	Afrikaans and English are used in one class
Department	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

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