

University of Pretoria Yearbook 2018

Consumer facilitation 222 (VBF 222)

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| 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 BSc Culinary Science |
| Contact time | 1 lecture per week |
| Language of tuition | Afrikaans and English are used in one class |
| Department | Consumer Science |
| Period of presentation | Semester 2 |

Module content

Consumer decision making and consumer socialisation ; determinants of informed, responsible consumer decisions and consume satisfaction. Consumer education; development of consumer skills. Expenditure pttterns of the diverse South African consumer market and diverse market contexts. Consumerism. Globalisation.

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