



University of Pretoria Yearbook 2022

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

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	8.00
NQF Level	07
Programmes	BConSci (Clothing Retail Management) BConSci (Food Retail Management) BConSci (Hospitality Management)
Prerequisites	OBG 111
Contact time	2 lectures per week
Language of tuition	Module is presented in English
Department	Consumer and Food Sciences
Period of presentation	Semester 1

Module content

Introduction to aesthetics. The interaction between environments and consumers' aesthetic experience. Visual merchandising: basic components, tools, techniques, and equipment used in clothing and food retail settings. Use of sustainable strategies in visual merchandising planning in clothing, and food retail settings. Latest trends in clothing and food visual merchandising. This module addresses UN sustainable development goals: #8 (decent work and economic growth), #9 (industry innovation and infrastructure) and #12 (responsible consumption and production).

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