

University of Pretoria Yearbook 2016

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

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	8.00
Programmes	BConsumer Science Clothing: Retail Management BConsumer Science Foods: Retail Management BConsumer Science Hospitality Management
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

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