

# University of Pretoria Yearbook 2016

## Consumer behaviour in dynamic markets 841 (GIA 841)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	9.00
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	28 contact hours per semester
<b>Language of tuition</b>	English
<b>Academic organisation</b>	Gordon Institute of Business S
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This module focuses on consumers in dynamic markets. The difference between these consumers and consumers of developed markets, as well as what is happening in terms of value systems, social mobility and the forces of change and how living in dynamic markets affect consumer choices.

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.