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# University of Pretoria Yearbook 2017

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

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	8.00
<b>Programmes</b>	<a href="#">BConSci Clothing Retail Management</a> <a href="#">BConSci Food Retail Management</a> <a href="#">BConSci Hospitality Management</a>
<b>Prerequisites</b>	OBG 111
<b>Contact time</b>	2 lectures per week
<b>Language of tuition</b>	Afrikaans and English is used in one class
<b>Academic organisation</b>	Consumer Science
<b>Period of presentation</b>	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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