
University of Pretoria Yearbook 2017

Consumer behaviour in dynamic markets 841 (GIB 841)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Contact time	28 contact hours per 3 week cycle
Language of tuition	Module is presented in English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

This module focuses on consumers in dynamic markets. The differences 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.

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