

University of Pretoria Yearbook 2017

Product development 411 (KLR 411)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	19.00
Programmes	BConSci Clothing Retail Management
Prerequisites	KLR 221 and KLR 321
Contact time	2 lectures per week, 1 practical per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Consumer Science
Period of presentation	Semester 1

Module content

Production: product analysis, planning and execution. Application clothing, textile and consumer knowledge by utilising a CAD-program for planning and assembling apparel. The small business enterprise: Introduction: clothing small business enterprises; types and locations. Marketing aspects: target market selection; product mix; pricing methods; distribution channels; marketing communication mix; financial aspects.

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