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# University of Pretoria Yearbook 2017

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## Product development 411 (KLR 411)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module content</b>	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.
<b>Module credits</b>	19.00
<b>Programmes</b>	<a href="#">BConSci Clothing Retail Management</a>
<b>Prerequisites</b>	KLR 221 and KLR 321
<b>Contact time</b>	2 lectures per week, 1 practical 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

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