

University of Pretoria Yearbook 2017

Consumer facilitation 222 (VBF 222)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	8.00
Programmes	BConSci Clothing Retail Management BConSci Food Retail Management BConSci Hospitality Management BSc Culinary Science
Contact time	1 lecture per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Consumer Science
Period of presentation	Semester 2

Module content

Consumer decision making and consumer socialisation ; determinants of informed, responsible consumer decisions and consume satisfaction. Consumer education; development of consumer skills. Expenditure pttterns of the diverse South African consumer market and diverse market contexts. Consumerism. Globalisation.

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