
University of Pretoria Yearbook 2017

Consumer facilitation 411 (VBF 411)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	10.00
Prerequisites	No prerequisites.
Contact time	2 lectures per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Consumer Science
Period of presentation	Semester 1

Module content

Consumer decision making through the family life cycle; determinants of consumer satisfaction. Consumer education; development of consumer skills; less privileged consumers. Expenditure patterns of the diverse South African consumer market. Consumerism. Globalisation.

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