

University of Pretoria Yearbook 2017

Food consumerism and product advice 723 (VDS 723)

Qualification	Postgraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	15.00
Programmes	BScHons Nutrition and Food Science
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Separate classes for Afrikaans and English
Academic organisation	Consumer Science
Period of presentation	Semester 1 or Semester 2

Module content

Factors influencing food consumption, consumer behaviour and food choice. Food product advice. Consumer advice, marketing of food products, consumer education.

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