

## University of Pretoria Yearbook 2018

# Food consumerism and product advice 723 (VDS 723)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	15.00
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Separate classes for Afrikaans and English
<b>Department</b>	Consumer Science
<b>Period of presentation</b>	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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