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## University of Pretoria Yearbook 2019

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# Consumer behaviour in dynamic markets 841 (GIB 841)

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| <b>Qualification</b>          | Postgraduate   |
| <b>Faculty</b>                | <a href="#">Gordon Institute of Business Science</a> |
| <b>Module credits</b>         | 12.00  |
| <b>Contact time</b>           | 28 contact hours per 3 week cycle                    |
| <b>Language of tuition</b>    | Module is presented in English                       |
| <b>Department</b>             | Gordon Institute of Business Science                 |
| <b>Period of presentation</b> | Semester 1 or Semester 2                             |

### Module content

This module focuses on consumers in dynamic markets. The differences between these consumers and consumers of developed markets, as well as what is happening in terms of value systems, social mobility and the forces of change, and how living in dynamic markets affect consumer choices.

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