



University of Pretoria Yearbook 2019

Product development 411 (KLR 411)

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| Qualification | Undergraduate |
| Faculty | Faculty of Natural and Agricultural Sciences |
| Module content | Production: product analysis, planning and execution. Application clothing, textile and consumer knowledge by utilising a CAD-program for planning and assembling apparel. The small business enterprise: Introduction: clothing small business enterprises; types and locations. Marketing aspects: target market selection; product mix; pricing methods; distribution channels; marketing communication mix; financial aspects. |
| Module credits | 19.00 |
| Programmes | BConSci Clothing Retail Management |
| Prerequisites | KLR 221 and KLR 321 |
| Contact time | 1 practical per week, 2 lectures per week |
| Language of tuition | Afrikaans and English are used in one class |
| Department | Consumer and Food Sciences |
| Period of presentation | Semester 1 |

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