

# University of Pretoria Yearbook 2019

## Consumer facilitation 222 (VBF 222)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	8.00
<b>Programmes</b>	<a href="#">BConSci Clothing Retail Management</a> <a href="#">BConSci Food Retail Management</a> <a href="#">BConSci Hospitality Management</a> <a href="#">BSc Culinary Science</a>
<b>Contact time</b>	1 lecture per week
<b>Language of tuition</b>	Afrikaans and English are used in one class
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2

### Module content

Consumer decision making and consumer socialisation ; determinants of informed, responsible consumer decisions and consume satisfaction. Consumer education; development of consumer skills. Expenditure pttterns of the diverse South African consumer market and diverse market contexts. Consumerism. Globalisation.

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