
University of Pretoria Yearbook 2019

Food consumerism and product advice 723 (VDS 723)

Qualification	Postgraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	15.00
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Module is presented in English
Department	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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