

University of Pretoria Yearbook 2020

Aesthetics: Product, consumer and environment 320 (EST 320)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	8.00
Programmes	BConSci Clothing Retail Management BConSci Food Retail Management BConSci Hospitality Management
Prerequisites	OBG 111
Contact time	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

Module content

Introduction to aesthetics. The interaction between environment and consumers' aesthetic experience. Visual merchandising: basic components; tools and techniques; planning in clothing, interior and foods retail settings. Visual merchandising planning. Use of sustainable strategies in visual merchandising planning in clothing, interior and foods retail settings. This module addresses UN sustainable development goals: 8 (decent work and economic growth), 9 (industry innovation and infrastructure) and 12 (responsible consumption and production).

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