

University of Pretoria Yearbook 2020

Food retailing and visual merchandising of food 427 (VDS 427)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	17.00
Programmes	BConSci Food Retail Management
Prerequisites	VDS 417
Contact time	1 lecture per week, 1 practical per week
Language of tuition	Afrikaans and English are used in one class
Department	Consumer and Food Sciences
Period of presentation	Semester 2

Module content

A South African perspective on food retail management with a focus on how general logistics throughout the supply chain is implemented with the South African consumer in mind. Aspects of food retailing with regard to display, presentation and shop layout as applied to food products are accentuated. This includes a practical application of the principles in visual merchandising of food and food retailing in the food industry. The UN sustainable development goal #12 is addressed during the theory components and practical sessions. Projects are focused on identifying not only critical areas of concern across the supply chain with possible mitigating strategies (thus encouraging responsible industry consumption, production) but also the adoption of innovative marketing strategies/ visual merchandising that educate consumers in terms of more sustainable consumption and production.

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