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# University of Pretoria Yearbook 2021

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## Frontiers in consumer behaviour 808 (GIJ 808)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	6.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	21 Hours
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

This elective captures consumer responses to a changing socio-economic environment, economic pressures, cultural concerns and a fluid digital world which is becoming increasingly blurred with real life.

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