

# University of Pretoria Yearbook 2022

## Frontiers in consumer behaviour 808 (GIJ 808)

**Qualification** Postgraduate

**Faculty** [Gordon Institute of Business Science](#)

**Module credits** 6.00

**NQF Level** 09

**Prerequisites** No prerequisites.

**Contact time** 21 Hours

**Language of tuition** Module is presented in English

**Department** Gordon Institute of Business Science

**Period of presentation** 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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