



University of Pretoria Yearbook 2024

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

Qualification Undergraduate

Faculty [Faculty of Natural and Agricultural Sciences](#)

Module credits 17.00

NQF Level 08

Programmes [Bachelor of Consumer Science Food Retail Management \[BConSci\]](#)

Prerequisites VDS 417

Contact time 1 lecture per week, 1 practical per week

Language of tuition Module is presented in English

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.

General Academic Regulations and Student Rules

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.



Regulations, degree requirements and information

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.