

CONSUMER STUDIES

The subject Consumer Studies focuses on developing knowledge, skills, values and attitudes in learners, to enable them to become responsible and informed consumers of food, clothing, housing, furnishings and household equipment, and to use resources optimally and in a sustainable manner. The subject also promotes the application of knowledge and skills in entrepreneurship and the production of quality marketable products that will meet consumer needs.

Syllabus

The topics that are covered are:

- Entrepreneurship – production and marketing
- Food and Nutrition
- Clothing and Fashion
- Housing and Interiors
- Food Production/Practical – the learners will, where possible, cook at least once a cycle.

The Consumer

Investigate channels for consumer complaints.

Analyse the implication of taxes, interest rates and inflation on management of available funds for acquiring food, clothing, housing and furnishings.

Food and Nutrition

Suggest guidelines for the prevention of nutritional and food related health conditions.

Identify consumer issues related to the impact of the selection and use of food on the natural and economic environment and suggest strategies for addressing the issues.

Clothing

Examine and describe current fashion trends for young adults.

Apply clothing theory to the selection of clothing for young adults.

Identify consumer issues related to the impact of the selection and use of clothing on the natural or economic environment and suggest strategies for addressing the issues.

Housing and Interiors

Explain the financial and contractual responsibilities of the occupants for different housing options and identify the role players involved.

Compare and evaluate the choice of large household equipment, and explain the financial, contractual and environmental responsibilities when purchasing such equipment.

Discuss the responsible use of municipal services and the importance of waste control related to housing and household equipment.

Entrepreneurship and Production – Theory

Formulate a plan to produce and market a quality product - identify business opportunities, develop specifications for a product, control the quality of the product, develop a marketing plan, complete a financial feasibility study, determine production costs, selling price, profit and start-up needs, create a cash-flow projection.

Entrepreneurship and Production – Practical Assessment Task

FOOD PRODUCTION – the learner will formulate a plan for the production of a product, as well as apply theory and demonstrate practical skills to produce quality, marketable products while working individually.

Assessment

One portfolio will show evidence of both theory and practical work. In grade 12 the internal assessment will make up 25% of the final mark and consist of 2 tests, 3 alternate tasks or 1 research task and 1 examination. The practical component will consist of 2 internally set practical assessment tasks (PATs) and one externally set and moderated PAT making up 25% of the final mark. The National Senior Certificate examination in November will make up 50% of the final mark.

Consumer Studies is a life skill - you will definitely use the skills you learn every day of your life. So remember...you don't have to study Consumer Studies solely to enter the relevant job opportunity fields of which there are many but you can choose it because it will help you in your everyday life and, most of all, it is FUN!

Job Opportunities

- Consumer Services and event management
- Co-ordinate events within the fields of food or design.
- Marketing and Management
- Marketing consumer products within a company.
- Public Relations and Media
- Promoting products to consumers and dealing with advertising.
- Product Development and Quality Assurance
- Developing new consumer products suited to their needs – this could be clothing, food or furnishings.
- Promotion or Liaison Officer
Introduce new / existing products of a wide variety to consumers.
Demonstrate, develop, test and market products.
- Journalism
Writing talent and creativity applied in the press, radio, TV media on a full-time, part-time or freelance basis.
- Research
In the food, nutrition, clothing and housing fields in the manufacturing industry and at research institutions.
- Dietician
Register for private practice or in the service of hospitals / private companies.
- Field of Clothing
Clothing designer, dressmaker, merchandiser, fashion buyer.

- Field of Housing
Interior designer, housing consultant.
- Hotel / Restaurant / Catering
Hospitality industry: manage game lodges, offer private catering
Food Services Management
- Entrepreneur
Opportunities in the food, clothing, housing fields; this is especially relevant to a working-from-home situation
- Formal education
Teach/lecture at university, technical university, technical college or high school.
Adult education
Develop programs, do extension work in government services or NGO's in community development.

TEACHERS

Ms. Naidoo - Grade 11 and 12

Mrs. Geier- Grade 10