



University of Pretoria Yearbook 2018

Clothing retail management 410 (KLD 410)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	20.00
Programmes	BConSci Clothing Retail Management
Prerequisites	Final-year status
Contact time	3 lectures per week
Language of tuition	Afrikaans and English are used in one class
Department	Consumer Science
Period of presentation	Semester 1

Module content

Clothing retail aspects: Functioning of clothing retail. Environments, formats and structures of clothing retailers. Merchandising and store positioning. Fashion consumer behaviour. Ethics and social responsibilities of clothing retailers. Fashion marketing communication; advertising, direct marketing, sales promotions, personal selling and service provision, publicity and public relations, fashion shows and special events.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.