



University of Pretoria Yearbook 2020

Clothing retail management 410 (KLD 410)

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| 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 and Food Sciences |
| 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. Business ethics, social and environmental responsibilities of clothing retailers, and ethical consumer behaviour. Fashion marketing communication; advertising, direct marketing, sales promotions, personal selling and service provision, publicity and public relations, fashion shows and special events.

This module addresses UN sustainable development goals: 8 (decent work and economic growth), 9 (industry innovation and infrastructure) and 12 (responsible consumption and production).

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