



University of Pretoria Yearbook 2021

Clothing retail management 410 (KLD 410)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	20.00
NQF Level	08
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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