

University of Pretoria Yearbook 2016

Clothing retail management 410 (KLD 410)

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| Qualification | Undergraduate |
| Faculty | Faculty of Natural and Agricultural Sciences |
| Module credits | 20.00 |
| Programmes | BConsumer Science Clothing: Retail Management |
| Prerequisites | Final-year status |
| Contact time | 3 lectures per week |
| Language of tuition | Double Medium |
| Academic organisation | 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.

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