

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.

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