

# University of Pretoria Yearbook 2018

## Clothing retail management 410 (KLD 410)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	20.00
<b>Programmes</b>	<a href="#">BConSci Clothing Retail Management</a>
<b>Prerequisites</b>	Final-year status
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Afrikaans and English are used in one class
<b>Department</b>	Consumer Science
<b>Period of presentation</b>	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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