



University of Pretoria Yearbook 2022

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	Module is presented in English
Department	Consumer and Food Sciences
Period of presentation	Semester 1

Module content

Clothing retail aspects: Functioning of clothing retail landscape. Environments, formats and structures of South African 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, and future trends in clothing retail. This module addresses UN sustainable development goals: #8 (decent work and economic growth), #9 (industry innovation and infrastructure) and #12 (responsible consumption and production).

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations.