

RETL 641. FASHION RETAIL MANAGEMENT

Credits: 3

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

The key differences and success factors in fashion, beauty and luxury industries, including personalization, tools of communication, power of social media and key opinion leaders, the importance of brand, the creative process, merchandising and inventory management, distribution and retail operation, financial and investment decisions, talent management, and environmental and social responsibility.

- Restrictions: Open only to Master's students within the Desautels Faculty of Management.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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