

## MARKETING

# FASHION, MERCHANDISING & RETAIL MANAGEMENT PATHWAY



The Fashion Marketing pathway introduces students to the retail industry including the fundamentals of fashion marketing, key marketing concepts essential to every business, types of businesses involved in the industry, and an array of career opportunities. Students will develop skills in such areas as fashion economics, marketing segmentation and target marketing, product selection and buying, and inventory systems. Additionally, students will develop skills necessary for managing the following marketing elements: pricing, visual merchandising, advertising, special promotions, professional sales, and customer service.

### PATHWAY COURSES

- Marketing Principles
- Fashion, Merchandising, and Retailing Essentials
- Advanced Fashion, Merchandising, and Retailing

### RECOMMENDED COURSES

- Any Business and Computer Science course
- Marketing and Management
- Work-Based Learning
- World Language

### POST-SECONDARY DEGREES, DIPLOMAS, AND CERTIFICATES

#### TECHNICAL COLLEGES

- Business Management
- Cosmetics and Fragrance Marketing
- Interior Design
- Retail Manager
- Retail Merchandise Management
- Sales Professional Certificate
- Visual Merchandising Associate Certificate

#### COLLEGES/UNIVERSITIES

- Advertising and Marketing Communications
- Fashion Design
- Fashion Journalism
- Fashion Marketing and Management
- Public Relations
- Textile Development and Marketing

### CAREER AND TECHNICAL STUDENT ORGANIZATIONS



- Alliance Academy for Innovation
- Denmark High School
- East Forsyth High School
- Forsyth Central High School
- Forsyth Virtual Academy
- Lambert High School
- North Forsyth High School
- South Forsyth High School
- West Forsyth High School

### TOP CAREER CHOICES

#### Advertising and Promotions Manager

Bachelor Degree needed  
\$100,300 annual salary

#### Wholesale and Retail Buyers

Bachelor Degree needed  
\$58,800 annual salary  
80 annual average openings in Georgia

#### Online Merchants

Bachelor Degree needed  
\$66,000 annual salary

### ADDITIONAL CAREER CHOICES

Brand Managers  
Divisional Merchandise Managers  
Entrepreneurs/Company Owners  
Fashion Designers  
Financial Analysts  
General Merchandise Managers  
Merchandise Analysts  
Manufacturer's Sales Representatives  
Manufacturer's Store Coordinators  
Product Developers  
Retail buyers  
Visual Merchandisers  
Work-Based Learning



Forsyth County Schools

**CAREER  
EXPLORATION  
& Pathway Discovery**

CTAE Career Pathways / Fine Arts Pathways



Source: GADOE Plans of Study

<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Georgia-Career-Pathways-New-Rule.aspx>