

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



Source: GADOE Plans of Study

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