

Program of Study: Fashion, Merchandising, & Retail Management



This Program of Study may serve as a graduation guide for the next four plus years, along with other career planning and educational materials. Courses listed in this model may include recommended coursework and should be individualized to students' educational and career goals. Each graduation plan needs to meet minimum high school graduation requirements. Dual Enrollment courses can be high school academic and/or career technical education courses.

Secondary: Fashion, Merchandising, and Retail Management					Postsecondary		
Course/Grade	Ninth	Tenth	Eleventh	Twelfth	TCC	Diploma or AAS	Bachelor of Science
English	9 th grade Lit/Composition	10 th grade Lit/Composition	American Lit/Composition	World Lit/Composition / British Lit	RMM1 TCC Retail Merchandise Manager - MKTG 1100 Principles of Marketing - MKTG 1270 Visual Merchandising - MKTG 1370 Consumer Behavior - MKTG 2010 Small Business Management - MKTG 2070 Buying and Merchandising - MKTG 2270 Retail Operations	Completion of the RMM1 TCC leads to the Marketing Management diploma (MM12) and the Marketing Management degree (MM13).	The University System of Georgia offers students' higher education options at 30 institutions throughout the state, providing a wide range of academic programming including certificates and associate, baccalaureate, masters, doctoral and professional degrees. https://apps.usg.edu/ords/f?p=118:1:0:::~
Mathematics	Coordinate Algebra / Algebra I	Analytic Geometry / Geometry	Advanced Algebra / Algebra II	Pre-calculus			
Science	Physical Science	Biology	Chemistry	Physics			
Social Studies	Psychology	World History	US History	Government (½ unit) Economics (½ unit)			
Pathway Completer	Marketing Principles	Fashion, Merchandising, & Retailing Essentials	Advanced Fashion, Merchandising and Retailing	Work-Based Learning, Youth Apprenticeship, or Capstone Project			
Industry Recognized Credential (Pathway Completer)		Visit the End of Pathway Assessment Page (see note below)					
Required/ Selective Electives	Health & Personal Fitness (can be taken in grades 9-12)	Spanish I	Introduction to Business and Technology	Psychology			
	Modern Language/Latin 2 units required for admissions to Georgia University System Colleges/Universities For a listing of Modern Language/Latin courses offered at your high school, please contact your advisor, counselor, or curriculum handbook.		Other Electives For a listing of other elective courses offered at your high school, please check with your advisor, counselor, or curriculum handbook.				

Entrance or Exit Point

Entrance or Exit Point

NOTE: Students have many options to **ENTER** and **EXIT** from their academic studies into the workforce. When a student graduates from high school, they are eligible to choose one of many **ENTRANCE POINT** options: **1.** Enroll in either a 2 or 4 year post-secondary program; **2.** Enroll in an apprenticeship program or the military; or **3.** Enter the workforce using technical skills learned in high school. When a student finishes a 2- or 4-year degree program, they may choose to **EXIT** and **1.** Enroll in an apprenticeship program or the military; **2.** Enroll in a professional university degree program; or **3.** Enter the workforce using technical skills learned.

Fashion, Merchandising, and Retail Management Pathway Completers - Industry Credentialing for High School Students
 Upon completion of sequenced courses in the Fashion, Merchandising, and Retail Management Career Pathway, students are eligible to complete the Industry-Recognized student credential for fulfillment of the End of Pathway Assessment. Secondary students completing the Fashion, Merchandising, and Retail Management pathway will be able to sit for the National Industry Credentialed assessment offered on-line from ASK, MBA Research, NOCTI, and OKCareerTech. Once mastery is reached, students will receive recognition for completion and use this credential in conjunction with their job or continuing training. For specific assessment information, refer to: <http://bit.ly/MarketingGA>

Sample High Demand Careers in Georgia

Occupation Specialties	Level of Education Needed	Georgia Average Salary	Annual Average Openings in Georgia	2014 – 2024 Employment Outlook
Fashion Designer	Associates Degree	\$89,236	50	High Demand, High Skill
Wholesale and Retail Buyers	Postsecondary Credential	\$59,213	96	High Demand, High Skill
Set and Exhibit Designers	Bachelor's Degree	\$56,388	25	High Demand, High Skill

GDOL Labor Market Explorer

Go to GAfutures at www.gafutures.org for more information about your education and career planning, including valuable financial information (grants and scholarships including HOPE Program, grants and loans, FAFSA, and CSS forms).

Career Enhancement Opportunities	Career-Related Education Activities <input type="checkbox"/> Career Awareness <input type="checkbox"/> Career Exploration <input type="checkbox"/> Instructional Related <input type="checkbox"/> Connecting <input type="checkbox"/> Work-Based Learning <ul style="list-style-type: none"> • Employability Skill Dev. • Cooperative Education • Internship • Youth Apprenticeship • Clinicals 	Postsecondary Options: <ul style="list-style-type: none"> • 4-Year Universities/Colleges • 2-Year Colleges • Technical Colleges • State Registered Apprenticeships • Special Purpose Schools • On-the-Job Training • Military 	Earning Postsecondary Credits While in High School A vital way to get ahead and realize you can pass college courses is by earning postsecondary credits as a high school student. Georgia offers a dual credit program titled Dual Enrollment. You need to talk with your parents, school counselor, or advisor about the proper courses to take each year in high school and dual credit. Students completing the course work in this Plan, will have earned/completed an Industry Credential, Technical Certificate of Credit (TCC), Associates of Applied Science Degree, and/or Bachelor's Degree.
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Postsecondary Transition

- Students who will continue their education in a Program of Study at one of the University System of Georgia institutions should prepare to take the ACT or SAT for admissions. Tests for admissions may vary from institution to institution. Contact the selected institution for specific testing information. Additional admissions information can be found at Staying On Course. (www.usg.edu/assets/student_affairs/documents/Staying_on_Course.pdf)
- Students who will continue their education in a Program of Study at one of the Technical College System of Georgia institutions should prepare to complete a placement exam.
- Students who will continue their education and training in the US Military should take the ASVAB assessment.
- Students should utilize electronic college and career databases to select the most appropriate postsecondary opportunities to match their selected career field, including registered apprenticeships.
- Georgia's dual-credit programs have been combined into one program entitled Dual Enrollment, in which high school students may earn their high school course credits while taking college courses.

Related Pathway Occupations	Other Related Occupations
<ul style="list-style-type: none"> • Divisional Merchandise Managers • Visual Merchandisers • Manufacturer's Sales Representatives • Resident Buyers • Merchandise Analysts • Entrepreneurs/Company Owners 	<ul style="list-style-type: none"> • Fashion Designers • Manufacturer's Store Coordinators • Product Developers • Brand Managers • General Merchandise Managers • Financial Analysts <p style="text-align: right;">*ONET Online</p>

Fashion, Merchandising, and Retail Management Pathway Description

While all products have to be merchandised and managed, apparel represents a \$276 billion retail market in the U. S. Apparel also employs very large numbers of people in design and production, apparel wholesale distribution, and 3 million in apparel retailing. Almost all the clothing bought in the U. S. and around the world is designed, branded and marketed by American companies.

It is the job of merchandisers and marketers to determine how to entice customers to buy their products. Those who work in the fashion marketing and merchandising industry market fashion and all other products in wholesale and retail stores. It is the job of merchandisers and marketers to determine how to entice customers to buy their products. People in this field can work in both retail and wholesale sales. Some work as buyers, merchandise managers or purchasing agents who select and purchase apparel and accessories from designers, manufacturers or wholesalers for retail sale.

Careers in Fashion, Merchandising and Retailing are exciting, and the overall industry is one of the most vital in our economy. While individuals interested in this field should be creative and have an eye for style, they must also possess extensive knowledge of business and economics and must have excellent writing, speaking and social skills. A number of technical colleges, fashion colleges, online schools and community colleges offer two-year degrees and certificates in this area. The fastest route to upper level management positions is still through four-year degree programs. These Vice President, General and Divisional Management positions pay in the \$200,000 range.

This field will become more competitive, and management positions are expected to grow faster than the average. In fact, managers are projected to have 100,000 or more job openings between 2014 and 2020.