# 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

<table>
<thead>
<tr>
<th>Course/Grade</th>
<th>Ninth</th>
<th>Tenth</th>
<th>Eleventh</th>
<th>Twelfth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>English</strong></td>
<td>9th grade Lit/Composition</td>
<td>10th grade Lit/Composition</td>
<td>American Lit/Composition</td>
<td>World Lit/Composition /British Lit</td>
</tr>
<tr>
<td><strong>Mathematics</strong></td>
<td>Coordinate Algebra / Algebra I</td>
<td>Analytic Geometry /Geometry</td>
<td>Advanced Algebra / Algebra II</td>
<td>Pre-calculus</td>
</tr>
<tr>
<td><strong>Science</strong></td>
<td>Physical Science</td>
<td>Biology</td>
<td>Chemistry</td>
<td>Physics</td>
</tr>
<tr>
<td><strong>Social Studies</strong></td>
<td>Psychology</td>
<td>World History</td>
<td>US History</td>
<td>Government (½ unit) Economics (½ unit)</td>
</tr>
<tr>
<td><strong>Pathway Completer</strong></td>
<td>Marketing Principles</td>
<td>Fashion, Merchandising, &amp; Retailing Essentials</td>
<td>Advanced Fashion, Merchandising and Retailing</td>
<td>Work-Based Learning, Youth Apprenticeship, or Capstone Project</td>
</tr>
</tbody>
</table>

### Industry Recognized Credential (Pathway Completer)

- **Health & Personal Fitness (can be taken in grades 9-12)**
- **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.

## Postsecondary

### TCC

<table>
<thead>
<tr>
<th>RMM1 TCC Retail Merchandise Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>- MKTG 1100 Principles of Marketing</td>
</tr>
<tr>
<td>- MKTG 1270 Visual Merchandising</td>
</tr>
<tr>
<td>- MKTG 1370 Consumer Behavior</td>
</tr>
<tr>
<td>- MKTG 2010 Small Business Management</td>
</tr>
<tr>
<td>- MKTG 2070 Buying and Merchandising</td>
</tr>
<tr>
<td>- MKTG 2270 Retail Operations</td>
</tr>
</tbody>
</table>

Completion of the RMM1 TCC leads to the Marketing Management diploma (MM12) and the Marketing Management degree (MM13).

## Bachelor of Science

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:

---

### Notes:

- 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 Credentialing 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](http://bit.ly/MarketingGA)

---

Developed 1-31-2017; Revised 5-23-2018
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 complete a placement exam. 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.
- 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.

Go to GAfutures at [www.gafutures.org](http://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).

### Sample High Demand Careers in Georgia

<table>
<thead>
<tr>
<th>Occupation Specialties</th>
<th>Level of Education Needed</th>
<th>Georgia Average Salary</th>
<th>Annual Average Openings in Georgia</th>
<th>2014 – 2024 Employment Outlook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion Designer</td>
<td>Associates Degree</td>
<td>$89,236</td>
<td>50</td>
<td>High Demand, High Skill</td>
</tr>
<tr>
<td>Wholesale and Retail Buyers</td>
<td>Postsecondary Credential</td>
<td>$59,213</td>
<td>96</td>
<td>High Demand, High Skill</td>
</tr>
<tr>
<td>Set and Exhibit Designers</td>
<td>Bachelor’s Degree</td>
<td>$56,388</td>
<td>25</td>
<td>High Demand, High Skill</td>
</tr>
</tbody>
</table>

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](http://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.

### Career-Related Education Activities

- Career Awareness
- Career Exploration
- Instructional Related
- Connecting
- Work-Based Learning
  - Employability Skill Dev.
  - Cooperative Education
  - Internship
  - Youth Apprenticeship
  - Clinicals

### Postsecondary Options:

- 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.

### Employment Outlook

<table>
<thead>
<tr>
<th>Occupation Specialties</th>
<th>Level of Education Needed</th>
<th>Georgia Average Salary</th>
<th>Annual Average Openings in Georgia</th>
<th>2014 – 2024 Employment Outlook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion Designer</td>
<td>Associates Degree</td>
<td>$89,236</td>
<td>50</td>
<td>High Demand, High Skill</td>
</tr>
<tr>
<td>Wholesale and Retail Buyers</td>
<td>Postsecondary Credential</td>
<td>$59,213</td>
<td>96</td>
<td>High Demand, High Skill</td>
</tr>
<tr>
<td>Set and Exhibit Designers</td>
<td>Bachelor’s Degree</td>
<td>$56,388</td>
<td>25</td>
<td>High Demand, High Skill</td>
</tr>
</tbody>
</table>

### 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.