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:

<table>
<thead>
<tr>
<th>COURSE/ GRADE</th>
<th>NINTH</th>
<th>TENTH</th>
<th>ELEVENTH</th>
<th>TWELFTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLISH</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>MATHEMATICS</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>SCIENCE</td>
<td>Physical Science</td>
<td>Biology</td>
<td>Chemistry</td>
<td>Physics</td>
</tr>
<tr>
<td>SOCIAL STUDIES</td>
<td>World History</td>
<td>Psychology</td>
<td>US History</td>
<td>Government (½ unit) Economics (½ unit)</td>
</tr>
</tbody>
</table>

### Pathway Completer

- **Marketing Principles**
- **Advanced Fashion, Merchandising and Retailing**
- **Another course in focus area, Work-Based Learning, or Youth Apprenticeship**

### 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)**
- **Introduction to Business and Technology**
- **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.
- **Financial Literacy**
- **Entrepreneurship**
- **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**
- **DIPLOMA OR AAS**
- **BACHELOR OF SCIENCE**

<table>
<thead>
<tr>
<th>Entrance/Exit Point</th>
<th>Entrance/Exit Point</th>
<th>Entrance/Exit Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>RMM1 Retail Merchandise Manager Certificate</td>
<td>Completion of the RMM1 TCC leads to the Marketing Management diploma (MM12) and the Marketing Management degree (MM13).</td>
<td>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.</td>
</tr>
</tbody>
</table>

### 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.

- 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 Career Pathway Completers - Industry Credentialing for High School Students

Upon completion of sequenced courses in the Fashion, Merchandising, and Retail Management 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 online 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).
Fashion, Merchandising, and Retail Management
Pathway Description

While all products must be merchandised and managed, apparel represents a $276 billion retail market in the U.S. Apparel also employs many people in design and production, apparel wholesale distribution, and 3 million in apparel retailing. Almost all 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. Several 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 2024.

Sample In 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>In Demand, High Skill</td>
</tr>
<tr>
<td>Wholesale and Retail Buyers</td>
<td>Postsecondary Credential</td>
<td>$59,213</td>
<td>96</td>
<td>In 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>In Demand, High Skill</td>
</tr>
<tr>
<td>Visual Merchandisers</td>
<td>Postsecondary Credential</td>
<td>$28,203</td>
<td>779</td>
<td>In Demand</td>
</tr>
</tbody>
</table>

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).

Postsecondary Transition
- University System of Georgia Institutions: Admissions Testing
  - ACT or SAT
  - For More Information:
    - Contact the institution of your choice OR
- Technical College System of Georgia
  - Placement Exam
- United States Military
  - ASVAB Assessment
- Use BRIDGE Law platform to inform decisions on postsecondary opportunities
- Dual Enrollment
  - Earning 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
- Dual Enrollment Program
- Earn postsecondary credit while in high school
- You can complete
  - Industry Credential
  - Technical Certificate of Credit (TCC)
  - Associates of Applied Science Degree
- Bachelor’s Degree
  - Who can help?
    - Parents
    - School Counselor
    - Advisor

Data link here.

Related Pathway Occupations
- Divisional Merchandise Managers
- Resident Buyers
- Visual Merchandisers
- Manufacturer’s Sales Representatives
- Merchandise Analysts
- Entrepreneurs/Company Owners

Other Related Occupations
- Fashion Designers
- Manufacturer’s Store Coordinators
- Product Developers
- Brand Managers
- General Merchandise Managers
- Financial Analysts

*ONET Online