Marketing professionals are responsible for developing, implementing and managing a company’s marketing efforts, both through traditional and digital formats, in order to stimulate customer interest and generate sales. To assess consumer demand, marketing managers evaluate the products and services offered by their own firm and its competitors. They also seek to identify new products or services and develop potential markets. Their main goal is to maximize profit and market share by satisfying customers’ wants and needs.

From a larger perspective, Marketing and Management involves all areas of starting and operating a business and is defined by nine functional areas: financing, risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, and distribution.

High School Pathway Classes

Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of Employability, Foundational and Business Administration skills, Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management, and Global Marketing strategies.

Fashion, Merchandising & Retailing Essentials 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.

Advanced Fashion, Merchandising & Retailing focuses on the application of knowledge and the performance of key skills required in a retail environment. Students will develop skills necessary for managing the following elements: pricing, visual merchandising, advertising, special promotions, professional sales, and customer service.

Potential Careers

- Directors of Marketing
- Internal Communications Managers
- Management Analysts
- Survey Researchers
- Demonstrators & Product Promoters
- Green Marketers
- Market Research Analysts
- Marketing Specialists
- Advertising & Promotions Managers
- Telemarketers
- Social Media Marketers
- Fashion Marketers

WBL (Work-Based Learning) connects skilled, knowledgeable and driven students to local businesses every year. Students who participate in the Marketing program and have been selected to participate in WBL will leave school early to work with our fantastic business partners. Benefits to students include a chance to put skills learned in the classroom to use in an authentic setting, getting a competitive advantage on their career and networking with industry leading professionals all while still in high school.

www.hallcowbl.org

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

Through participation in DECA activities, members learn how to communicate thoughts and ideas, how to organize a presentation and more about what businesses expect from employees while gaining problem-solving skills. Their experience empowers them to be an effective leader and connects school to the real world. DECA also helps members recognize the benefit of community service.
FASHION MARKETING
CAREER PATHWAY - PLAN OF STUDY

GRADUATION REQUIREMENTS

**ENGLISH/LANGUAGE ARTS**
4 Units  Must Include:
- 9th Grade Literature & American Literature

**SOCIAL STUDIES**
3 Units  Must Include:
- World History, US History, Government & Economics

**MATHEMATICS**
4 Units  Must Include:
- GSE Algebra I, GSE Geometry & GSE Algebra II
- one additional GSE/AP/IB/DE Math course

**SCIENCE**
4 Units  Must Include:
- Physical Science or Physics; Biology;
- Chemistry, Earth Systems, Environmental Science or AP/IB course
- one additional Science course

**HEALTH & PERSONAL FITNESS**
1 Unit  Must Include:
- 1/2 unit of each

**CAREER, TECHNICAL & AGRICULTURE EDUCATION (CTAE)**
3 Units  Must include:
- Marketing Principles, Fashion, Merchandising & Retail Essentials,
- Advanced Fashion, Merchandising & Retail

**ELECTIVES**
4 Units
*Students planning to attend most post-secondary institutions must take 2 units of the same modern language.

**TOTAL UNITS REQUIRED**
23 Units

PERSONAL APTITUDES

**ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:**
- Shop & go to the mall.
- Be in charge.
- Make displays & promote ideas.
- Give presentations & enjoy public speaking.
- Take advantage of chances to make money.
- Persuade people to buy products or participate in activities.

**PERSONAL QUALITIES THAT DESCRIBE ME:**
- Enthusiastic
- Competitive
- Creative
- Self-motivated
- Persuasive

**WHAT YOU LEARN IN SCHOOL MATTERS**
You’re learning skills and knowledge that can make you a qualified candidate for in-demand careers. Industry-recognized certifications, available to all pathway students, are great signals to employers that you have the skills they’re looking for. Certifications help validate what you know, so other people know, that you know it.

**QUESTIONS?**
Contact your CTAE teacher, WBL Coordinator or School Counselor

PATHWAY TO FUTURE CAREER OPTIONS

**HIGH SCHOOL**
Pathway Courses
- Marketing Principles
- Fashion, Merchandising & Retail Essentials
- Advanced Fashion, Merchandising & Retail

**POST-SECONDARY**
Capstone
- WBL Internship
- Dual Enrollment

Technical College
- Certificate
- Diploma Program
- Degree Program

4 Year College/University
- Bachelor Degree
- Masters Degree
- Graduate Studies

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