



MARKETING

A GUIDE TO PURSUING YOUR CAREER PATH

FASHION MARKETING >>>

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.



CAPSTONE: WBL INTERNSHIP >>>

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



CAREER TECH STUDENT ORGANIZATIONS >>>

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.



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

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

OR

GSE Accelerated Algebra I/Analytic Geometry A,

GSE Accelerated Geometry B/Algebra II, GSE Precalculus

+

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

WANT MORE INFORMATION ON YOU?

YouScience is the science of YOU – how your mind is wired, what makes you tick, the skills and knowledge that set you apart. You have talent and there's a path that's right for you – we can help you find it.



Login to Infinite Campus and locate the SLDS Portal link on the left. Once logged in, click on "My Career Plan" then choose "Go to YouScience".

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

Capstone

WBL Internship
Dual Enrollment

POST-SECONDARY

Technical College

Certificate
Diploma Program
Degree Program

4 Year College/University

Bachelor Degree
Masters Degree
Graduate Studies