



FASHION MERCHANDISING & RETAIL MANAGEMENT

PATHWAY



PATHWAY OVERVIEW

The Fashion Merchandising & Retail Management pathway helps students build knowledge and hands-on skills in fashion, retail operations, merchandising, and customer experience

Through Marketing Principles, Fashion, Merchandising & Retailing Essentials, and Advanced Fashion, Merchandising & Retailing, students prepare for postsecondary education, industry credentials, and work-



CAREER CLUSTER

Marketing & Sales

COURSE SEQUENCE + WORK-BASED LEARNING

1

Marketing Principles

Introduces consumer behavior, branding, market research, promotion, pricing, distribution, selling, and professional marketing practices



2

Fashion, Merchandising & Retailing Essentials

Examines fashion trends, retail operations, buying, visual merchandising, inventory, promotion, and customer experience



3

Advanced Fashion, Merchandising & Retailing

Applies advanced retail strategies, merchandising, branding, buying, and digital retailing to real-world



Work-Based Learning (Capstone Experience)

Work alongside business professionals in retail merchandising, fashion, marketing, or hospitality

POSTSECONDARY OPPORTUNITIES



LOCAL / REGIONAL INSTITUTIONS

- Georgia Southern University
- University of Georgia
- Chattahoochee Technical College
- Gwinnett Technical College



DUAL ENROLLMENT

Metro-area dual enrollment options may include marketing business administration, digital marketing, retail management, fashion merchandising, hospitality marketing, or sports/event marketing courses; verify in Georgia Futures



LEADERSHIP + INDUSTRY CONNECTIONS

CAREER & TECHNICAL STUDENT ORGANIZATION



COMPETITION OPPORTUNITIES



- Apparel & Accessories
- Fashion Merchandising Promotion plan
- Retail Merchandising
- Business Operations Research
- Professional Selling

CHAPTER ACTIVITIES



- Fashion show
- School-based enterprise
- DECA Week
- Community service projects
- Guest speakers
- DECA leadership conferences

CO-CURRICULAR / INDUSTRY EXPERIENCES



- NOCTI Exam
- Industry Tours
- Job shadowing
- Industry panel
- Visual merchandising challenge

SCHOOLS OFFERING THIS PATHWAY

Chattahoochee | Langston Hughes

CAREER OPPORTUNITIES

CAREERS

Fashion Buyer

Visual Merchandiser

Merchandise Planner

ATLANTA-AREA EMPLOYERS

