

Career Pathway: Marketing, Sales & Service Academy of Marketing & Retail Services

Program Strand: Fashion Marketing

Students that choose a career in Fashion Marketing will manufacture, buy, promote, and sell fashion items, from clothing and jewelry to cosmetics and furniture.

Secondary Career Academy Development Timetable (academy classes are listed in bold type)

Pre-Academy Grades 6 – 8	Grade 9	Grade 10	Grade 11	Grade 12
M/J Vocational Wheel 3 BU 800022012 Semester Courses: Business Keyboarding 820011011¹ Comp App in Bus 1 820022011¹ Comp App in Bus 2 820021011¹ Orientation to Marketing Occupations 8800110² Exploration of Marketing Occupations 8800210² ¹ Recommended for 7 th grade ² Recommended for 8 th grade	English I	English II	English III	English IV
	Algebra or higher	Geometry or higher	Algebra II or higher	Statistics or higher
	Earth & Space Science or Biology	Biology or Chemistry	Chemistry or Physics or Physical Science	Science elective
	World History	P.E.	American History	American Government / Economics
	9 th Grade Transition	Foreign Language	Foreign Language	Marketing OJT
	Computing for College & Careers 820902001	Fashion Essentials 880601002	Fashion Applications 880602002	Fashion Management (Honors) 880603003
	Elective	Elective	Elective	Elective
	Elective	Elective	Elective	Elective

Suggested Electives:

- Students may in their Junior or Senior year opt to participate in the Career Experience Opportunity (CEO) internship program using the following course numbers: Workplace Essentials – 83003101A (Honors .5) and CEO internship – 0500330CE (Honors .5).
- Students may complete more than one program within the Academy of Marketing & Retail Services providing courses are offered at the school site.
- In addition, students can choose to enroll in AP Psychology, 3rd year of Foreign Language classes to enhance their marketability.

To find a Miami-Dade County Public High School with this Program Strand, please link to http://ssr.dadeschools.net/acad_tally_schls.pdf.

Internship Opportunities	Student Organizations / Clubs	Earn Upon Completion
<ul style="list-style-type: none"> • Internship • Cooperative Education 	<ul style="list-style-type: none"> • School-Based Enterprise • Service Learning • Portal to CEO 	<ul style="list-style-type: none"> • DECA, <i>An Association of Marketing Students</i>
		<ul style="list-style-type: none"> • Industry Title & FLDOE OCP's correlated to the individual areas. • For more information on the Florida Department of Education Bright Futures Scholarship Programs: Florida Academic Scholars Award (FAS), Florida Medallion Scholars Award (FMS), and Florida Gold Seal Vocational Scholars Award (GSV) please contact a guidance counselor or visit: http://www.floridastudentfinancialaid.org/ssfad/factsheets/BF.htm. • For more information about TECH PREP Articulation Agreements with local colleges, please contact your guidance counselor.

POSTSECONDARY OPTIONS

Certification Programs	Community College (A.A./A.S.) or Proprietary Programs	Four-Year College and University Programs
<ul style="list-style-type: none"> • Miami-Dade College • Commercial Art Technology 	<ul style="list-style-type: none"> • Miami-Dade College • Interior Design • Graphic Design • Marketing 	<ul style="list-style-type: none"> • Fashion Marketing & Management • Fashion Design & Product Development • General Business • Fashion Communication
		<ul style="list-style-type: none"> • Florida International University • Florida A & M University • Florida Gulf Coast University • University of Central Florida

CAREER OPTIONS

Entry Level	After Post-Secondary Education
<ul style="list-style-type: none"> • Fashion Designer • Seamstress • Customer Service Assistant 	<ul style="list-style-type: none"> • Independent Business Owner • Pattern Maker • Fashion Graphic
<ul style="list-style-type: none"> • Fashion Designer • Retail Buyer • Retail Manager 	<ul style="list-style-type: none"> • Business Administration • Marketing • Merchandise Display Coordinator • Independent Business Owner