

Industry Credentials, Concentration Sequences, and Career Clusters

Fashion Marketing (8140)

Industry Credentials:

These apply only to 36-week courses.

- A*S*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations & Profit Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- Fashion Merchandising Assessment
- National Career Readiness Certificate Assessment
- Retail Industry Fundamentals Certification Assessment
- Workplace Readiness Skills for the Commonwealth Examination

Concentration Sequences:

*A combination of this course and those below, equivalent to two 36-week courses, is a **concentration sequence**. A **program completer** is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program. Students wishing to complete a specialization may take additional courses based on their career pathways.*

- Digital and Social Media Marketing (8125/36 weeks)
- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Fashion Marketing, Advanced (8145/36 weeks)
- Introduction to Fashion Careers (8248/36 weeks)
- Introduction to Fashion Careers (8247/18 weeks)
- Introduction to Marketing (8110/36 weeks)
- Introduction to Marketing (8111/18 weeks)
- Marketing (8120/36 weeks)
- Marketing Management (8132/36 weeks)
- Marketing, Advanced (8130/36 weeks)
- Opportunities in Global Trade (8135/36 weeks)
- Opportunities in Global Trade, Advanced (8136/36 weeks)
- Principles of Business and Marketing (6115/36 weeks)
- Principles of Business and Marketing (6116/18 weeks)

Career Clusters, Career Pathways, and Occupations:

- Arts, Audio/Video Technology and Communications
 - Performing Arts
 - Cinematographer
 - Costume Designer
 - Lighting Designer
 - Technical Director
 - Video, Film Editor
 - Visual Arts
 - Fashion Designer
 - Fashion Illustrator
- Marketing
 - Marketing Communications
 - Advertising and Promotions Manager
 - Art Director
 - Marketing Manager
 - Media Planner, Buyer
 - Public Relations Specialist
 - Sales Manager
 - Marketing Management
 - Brand Manager
 - Chief Executive Officer
 - Entrepreneur
 - Marketing Manager
 - Retail Manager
 - Marketing Research
 - Brand Manager
 - Database Administrator
 - Market Research Analyst
 - Product Planner
 - Merchandising
 - Account Executive
 - Merchandise Buyer
 - Merchandise Displayer, Window Trimmer
 - Merchandise Manager
 - Merchandising Coordinator
 - Retail Manager
 - Professional Sales
 - Account Executive
 - Manufacturer's Sales Representative
 - Sales Manager
 - Salesperson
 - Telemarketer
 - Trade Show Manager