

## Focusing Education on the Future!



# CAREER PATHWAY BUYING & MERCHANDISING

Dual or Tech/Career Seal

People with careers in the Buying and Merchandising get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

### Major Courses

Students must take THREE pathway concentration courses and ONE additional pathway elective course.

#### Pathway Concentration Courses (3):

- Advanced Fashion Marketing (formerly Fashion Sales & Promotion)
- Business Essentials (formerly Business Management)
- Entrepreneurship: Building a Business (formerly Entrepreneurship)
- Introduction to Fashion Marketing
- Marketing Principles
- Professional Sales & Promotion

#### Pathway Elective Courses (1):

- Advanced Marketing\*
- Apprenticeship/Internship
- E-Marketing (formerly Marketing via the Internet)
- International Business & Marketing
- Introduction to Sports Marketing
- Legal Environment of Business
- Marketing Research
- Other Pathway Concentration Course

### Other Recommended Courses

- Accounting
- Journalism
- Math Money Management
- Modern Language
- Psychology
- Speech

### Post-Secondary Degrees, Diplomas, & Certificates

#### Technical Colleges

- Fashion Marketing/Sales
- Marketing Management
- Marketing Specialist
- Merchandise Management
- Small Business Management
- Visual Merchandising

#### Colleges/Universities

- Art-Design
- Fashion Merchandising
- International Business
- Management
- Marketing



Store Manager  
Merchandise Buyer  
Sales Manager  
Stock Clerk  
Human Resource Support Rep

Retail Marketing Coordinator  
Operations Manager  
Visual Merchandise Manager  
Customer Service Representative  
Administrative Support Representative

Merchandising Manager  
Department Manager  
Sales Associate  
Receiving Clerk  
Financial Representative

C  
A  
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E  
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S

### EMPLOYMENT OUTLOOK

Positions in buying and purchasing account for more than 500,000 jobs. Although buying positions will remain relatively stable, other merchandising careers will be plentiful, with literally millions of opportunities ranging from entry-level jobs to management and executive positions with salaries exceeding \$ 100,000. Today, the median annual salary for sales managers is \$ 68,520.