

# Advanced Fashion Marketing II

Students develop advanced skills unique to fashion marketing and advanced general marketing skills applied to the apparel and accessories industry. Students will study professional selling, sales promotion and buying, and merchandising and market research. Product service technology and supervision are emphasized. Students prepare for advancement in marketing careers and post-secondary education.

**High School Credits:** 1

**School Level:** High School

**Grade:** 11, 12

**Prerequisites:**

Fashion Marketing I

**Program:** CTE: Marketing