

# Industry Credentials, Concentration Sequences, and Career Clusters

## Cybersecurity in Marketing, Advanced (8127)

### Industry Credentials:

*These apply only to 36-week courses.*

- Cloud Essentials Certification Examination
- IC3 Digital Literacy Certification Examination
- IT Fundamentals+ Certification Examination
- Microsoft Technology Associate (MTA) Examinations
- Security Pro Certification Examination
- Security+ Certification 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.*

- Cybersecurity Fundamentals (6302/36 weeks)
- Cybersecurity in Marketing (8126/36 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
    - Commercial Photographer
    - Fashion Designer
    - Fashion Illustrator
    - Graphic Designer

- Illustrator
  - Media Planner, Buyer
  - Textile Designer
- Hospitality and Tourism
  - Lodging
    - Chief Engineer
    - Front Office Manager
    - Lodging Manager
    - Marketing Manager
  - Recreation, Amusements and Attractions
    - Advertising and Promotions Manager
    - Meeting and Convention Planner
    - Sports Promoter
  - Restaurants and Food and Beverage Services
    - Destination Manager
    - Entrepreneur
    - Facilities Manager
    - Franchisee
  - Travel and Tourism
    - Director of Convention and Visitors Bureau
    - Director of Tourism Development
    - Meeting and Convention Planner
    - Travel Agent
- Marketing
  - Marketing Communications
    - Advertising Account Executive
    - Advertising and Promotions Manager
    - Art Director
    - International Merchandising Manager
    - Marketing Communication Manager
    - Marketing Manager
    - Public Information Director
    - Web Developer
  - Marketing Management
    - Advertising and Promotions Manager
    - Chief Executive Officer
    - Entrepreneur
    - Franchisee
    - General Manager
    - Internet Entrepreneur
    - Marketing Communication Manager
    - Public Information Director
    - Public Relations Manager
  - Marketing Research
    - Database Administrator
    - Market Research Analyst

- Merchandising
  - Merchandise Manager
  - Operations Manager
- Professional Sales
  - Account Executive
  - Entrepreneur
  - Property, Real Estate, and Community Association Manager