

Industry Credentials, Concentration Sequences, and Career Clusters

Cybersecurity in Marketing, Advanced (8127)

Industry Credentials:

These apply only to 36-week courses

- College and Work Readiness Assessment (CWRA+)
- IC3 Digital Literacy Certification Examinations: GS5 Key Applications
- IC3 Digital Literacy Certification Examinations: GS5 Living Online
- IC3 Digital Literacy Certification Examinations: GS6 Level 1 (Basic)
- IC3 Digital Literacy Certification Examinations: GS6 Level 2 (Intermediate)
- IC3 Digital Literacy Certification Examinations: GS6 Level 3 (Advanced)
- IC3 Digital Literacy Certification GS5 Examination: Computing Fundamentals
- IT Fundamentals+ (IFT+) Certification Examination
- National Career Readiness Certificate Assessment: Applied Math
- National Career Readiness Certificate Assessment: Graphic Literacy
- National Career Readiness Certificate Assessment: Workplace Documents
- 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.*

- Cybersecurity in Marketing

Career Clusters, Career Pathways, and Occupations:

- Arts, A/V 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