

# Industry Credentials, Concentration Sequences, and Career Clusters

## Cybersecurity in Marketing (8126)

### 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 Fundamentals
- Cybersecurity in Marketing, Advanced

### 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
    - Bookkeeping, Accounting, or Auditing Clerk
    - Building Custodian
    - Caterer
    - Chief Engineer
    - Concierge
    - Environmental Specialist
    - Executive Housekeeper
    - Front Desk Clerk
    - Front Office Manager
    - Lodging Manager
    - Maintenance Supervisor
    - Marketing Manager
    - Reservationist
  - Recreation, Amusements and Attractions
    - Advertising and Promotions Manager
    - Camp Counselor
    - Caterer
    - Meeting and Convention Planner
    - Recreation Supervisor
    - Recreation Worker
    - Retail Manager
    - Sports Promoter
  - Restaurants and Food and Beverage Services
    - Caterer
    - Cook
    - Destination Manager

- Entrepreneur
- Executive Chef
- Facilities Manager
- Food Service Manager
- Franchisee
- Host, Hostess
- Meeting and Convention Planner
- Travel and Tourism
  - Director of Convention and Visitors Bureau
  - Director of Tourism Development
  - Human Resources Manager
  - Meeting and Convention Planner
  - Tour, Travel Guide
  - Travel Agent
- Marketing
  - Marketing Communications
    - Advertising Account Executive
    - Advertising and Promotions Manager
    - Art Director
    - Copy Writer
    - International Merchandising Manager
    - Marketing Communication Manager
    - Marketing Manager
    - Media Planner, Buyer
    - Multimedia Artist, Animator
    - Public Information Director
    - Public Relations Manager
    - Public Relations Specialist
    - Sales Manager
    - Trade Show Manager
    - Web Developer
  - Marketing Management
    - Advertising and Promotions Manager
    - Art Director
    - Brand Manager
    - Chief Executive Officer
    - Entrepreneur
    - Franchisee

- General Manager
- Internet Entrepreneur
- Marketing Communication Manager
- Marketing Manager
- Media Planner, Buyer
- Multimedia Artist, Animator
- Public Information Director
- Public Relations Manager
- Retail Manager
- Shipping and Receiving Clerk
- Marketing Research
  - Brand Manager
  - Database Administrator
  - Market Research Analyst
  - Merchandising Coordinator
  - Product Planner
- Merchandising
  - Account Executive
  - Customer Service Representative
  - Merchandise Buyer
  - Merchandise Displayer, Window Trimmer
  - Merchandise Manager
  - Merchandising Coordinator
  - Operations Manager
  - Retail Manager
- Professional Sales
  - Account Executive
  - Entrepreneur
  - Human Resources Manager
  - Investment Banker
  - Manufacturer's Sales Representative
  - Media Planner, Buyer
  - Multimedia Artist, Animator
  - Property, Real Estate, and Community Association Manager
  - Real Estate Appraiser
  - Real Estate Broker
  - Real Estate Sales Agent
  - Sales Manager

- Salesperson
- Telemarketer
- Trade Show Manager
- Wholesale and Manufacturing, Technical and Scientific Products Sales