



ENGAGE • EMPOWER • ENRICH

Department of Teaching and Learning
Career and Technical Education
Course Information

Cybersecurity in Marketing

Course Credit: 1.0

Course Code: 894104

Grades: 10 - 12

Counselors are available to assist parents and students with course selections. Families may arrange to meet with counselors by contacting the school's counseling department.

COURSE DESCRIPTION

This is a concentration course in the Marketing career cluster. Cybersecurity in Marketing focuses on understanding the ever-changing vulnerabilities and risks organizations face, the use of data analytics in security, and the differences between ethics and laws. Students will be introduced to issues such as risk management, privacy assurance, and threat agents, while also exploring brand protection and marketing breaches. Career opportunities in the field of cybersecurity in marketing are also investigated.

This course counts as an elective credit.

COURSE COMPETENCIES

[Course competencies can be found in the Curriculum Guides section.](#)

PREREQUISITE

[Introduction to Cybersecurity](#)

WORK-BASED LEARNING EXPERIENCE

[Service Learning](#)

CREDENTIAL

Students are eligible to sit for the following credential:



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[IC3 Digital Literacy Certification](#)

CAREER AND TECHNICAL STUDENT ORGANIZATION (CTSO)

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

BENEFITS OF CAREER AND TECHNICAL STUDENT ORGANIZATIONS INCLUDE:

- Provides a hand-on approach to learning
- Refines career objectives through realistic experiences
- Promotes awareness of new career opportunities
- Develops skills and responsibilities for being a role model and mentor
- Cultivates social development and awareness
- Develops a sense of community and volunteerism
- Develops an appreciation and understanding for cultural diversity
- Improves communication and decision-making skills
- Provides for personal development
- Develops interpersonal and leadership skills
- Develops responsibility and self-confidence
- Provides opportunities for recognition

LAB FEE

There is no lab fee for this course.

OPTIONS FOR NEXT COURSE

- [App Development I Honors](#)