



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Digital Conversion Manager

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Digital Conversion Manager

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of digital marketing, analysis and conversion optimisation.
- Knowledge of related professions and specialist areas such as sales, business cases and internet knowledge.
- Knowledge of working processes and quality assurance criteria within digital marketing, analysis and conversion.
- Skills to plan, implement and identify resources to be able to work with digital marketing, qualitative and quantitative measuring, analysis and conversion optimisation.
- Skills to solve problems within digital marketing and conversion.
- Skills to provide share information and solutions regarding conversion optimisation in both Swedish and English.
- Competence to work as a specialist within conversion optimisation, web analysis and marketing via digital channels in such a way that it results in learning and professional development in the role of Conversion Manager.
- Competence to monitor digital conversion work and complete digital marketing in the role of Conversion Manager.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Conversion Manager, Conversion Specialist, Digital Marketer/Specialist and Digital Marketing Analyst/Web Analyst

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
SEQF/EQF:	Fail (Icke godkänt - IG) Pass (Godkänt - G) Pass with Distinction (Väl godkänt - VG)

6. OFFICIALLY RECOGNISED MANNER OF OBTAINING THE DIPLOMA

Description of vocational education and training received	Per cent of whole programme (%)	Length (weeks)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks
Further information		
The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses. Five HVE credits correspond to one week of full-time studies.		
A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits).		
An Advanced Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 400 HVE credits, at least one quarter of programme time is spent on student placement, and the student has completed an independent project.		
Entry requirement is successful completion of upper secondary education.		
For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se		

(*) Explanatory notes

This document is intended to provide additional information about the specified diploma and has no legal status in itself. It is based on Council Resolution 93/C No. 49/01 of 3 December 1992 on the transparency and clarity of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency and clarity of vocational education certificates, and the European Parliament and Council Recommendation 2001/613/EC of 10 July 2001 on mobility within the Union of students, persons undergoing vocational training, volunteers, teachers and educators.

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