

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Digital Creative / Digital Strategist

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma in

Digital Creative / Digital Strategist

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of digital business models.
- Knowledge of SEO (search engine optimisation) and inbound marketing.
- Knowledge of analytics and ROI (Return on Investment).
- Knowledge of communication for social media.
- Knowledge of Growth hacking.
- Knowledge of brand strategy (positioning) and idea and concept development.
- Knowledge of presentation technique.
- Knowledge of tools to plan and lead projects for one's own business.
- Knowledge of UX (User Experience) and service design.
- Knowledge of prototyping.
- Skills in making an SEO plan for a customer.
- Skills in setting up and running one's own digital business.
- Skills in installing Google Analytics and drawing conclusions from data.
- Skills in performing A/B-tests on websites.
- Skills in creating wireframes for services and products.
- Skills in analysing a brief to produce a solution and have a critical approach.
- Skills in making a brand analysis and producing a strategy in concept.
- Skills in concept development, design and communicating a product or service.
- Skills in leading customer meetings.
- Skills in selling communication concepts.
- Competence to create effective communication in digital channels.
- Competence to assess digital communications and realise their effect.
- Competence to decide which tools are suitable for use in digital communication.
- Competence to practically create conceptual and relevant communications for digital channels.
- Competence to create, present and sell ideas and digital concepts.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital strategist, Digital creator, SEO Consultant, Digital Marketing Manager, UX designer, Social media manager.

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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