



1. Title of the certificate – Yrkeshögskoleexamen ¹

Digital Marketing Specialist

2. Translated title of the certificate – Higher Vocational Education Diploma ²

Digital Marketing Specialist

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Specialist knowledge of theoretical and practical digital marketing, analysis, campaign planning and implementation as well as reporting and the tools that are used.
- Knowledge and overview of related professional and competence areas such as marketing in general, business acumen, IT, sales and finance.
- Knowledge of work processes and quality criteria in theoretical and practical digital marketing, analysis, campaign planning and implementation, as well as reporting and tools.
- Skills in planning, performing and identifying resources to perform specialist tasks in digital marketing, analysis, campaign planning and implementation, as well as reporting.
- Skills in solving complex problems in digital marketing, analytics, campaign planning and implementation, as well as reporting.
- Skills in communicating undertakings and solutions in English in digital marketing, analysis, campaign planning and implementation, as well as reporting.
- Competence to independently handle theoretical and practical digital marketing, analysis, campaign planning and implementation, as well as reporting, in such a way as to lead to learning and professional development.
- Competence to monitor digital marketing, analysis, campaign planning, implementation and reporting and to complete assigned projects.

4. Range of occupations accessible to the holder of the certificate ³

Online Marketer, Digital Marketer, Online Manager, Marketer, Analyst, Marketing Communicator and Digital Marketing Specialist

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se
Level of the certificate (national or European) ¹	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training ¹	International agreements on recognition of qualifications ¹
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.