

## 1. CERTIFICATE TITLE

**Kvalificerad Yrkeshögskoleexamen**

**Digital Marketing and Sales Analytics**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Advanced Higher Vocational Education Diploma in**

**Digital Marketing and Sales Analytics**

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of digital marketing.
- Knowledge of web technology, web analysis and applications.
- Knowledge of statistics, testing and reporting.
- Skills to collect, analyse and report digital data with focus on activities to drive traffic, conversion processes, optimisation, profitability and sales.
- Skills in markup language and scripting in web technology and design of web platforms.
- Skills in applications, tools and systems in digital marketing, web analysis, conversion optimisation, tag management and lead generation.
- Skills in marketing metrics terminology, formulating KPI and key figures, and follow-up work.
- Skills in tracing, identification, implementation and tracking.
- Skills in A/B testing and multivariable tests for optimisation and conversion.
- Skills to interpret data, identify links, apply significance testing and critically analyse statistical information.
- Skills to compile and report statistical connections and outcomes using report templates and reporting systems.
- Competence to perform advance tasks for measuring, collecting, analysing and reporting digital data using sales and marketing channels (multi-channel analytics).
- Competence to set targets, trace, test, evaluate, convert and optimise sales and marketing activities in digital channels and on social media.
- Competence to compile, report and present statistical connections and outcomes using report templates and reporting systems.
- Competence to evaluate, implement and manage branch tools and applications to drive, analyse, convert and optimise traffic.
- Competence to oversee planning, implementation and evaluation of work processes and projects on the analysis of digital sales and marketing activities to increase profitability and sales.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Web Analyst, Marketing Technologist, Digital Traffic Optimiser, Conversion Specialist and Market Intelligence Manager

## 5. OFFICIAL STATUS OF THE CERTIFICATE

<b>Name and address of the awarding institution</b>	<b>Name and address of the public authority issuing awarding entitlement to education providers</b>
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma level (national or international designation)</b>	<b>Grading scale</b>
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		<b>weeks</b>
<b>Further information</b>		
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: <a href="http://www.myh.se">www.myh.se</a>		

### (\*) 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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