



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Digital Marketing & Sales Analytics

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Digital Marketing & Sales Analytics

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Specialised knowledge of theoretical and practical data collection, analysis and testing and reporting.
- Knowledge and overview of related professional and competence areas such as business acumen, IT technology and programming.
- Knowledge of work processes and quality criteria in theoretical and practical data collection, analysis and testing and reporting.
- Skills in planning, performing and identifying resources to perform specialised tasks in data collection, analysis, testing and reporting.
- Skills in solving complex problems in data collection, analysis, testing and reporting.
- Skills in communicating undertakings and solutions in data collection, analysis and testing and reporting in English.
- Competence to independently process theoretical and practical data collection, analysis, testing and reporting in such a way as to lead to learning and professional development.
- Competence to monitor data collection, analysis, testing and reporting and to complete assigned projects.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

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

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 note

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information available at: <http://europass.cedefop.europa.eu>

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