

## 1. CERTIFICATE TITLE

Yrkehögskoleexamen

Digital marknadsförare

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Digital Marketer

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of basic marketing, analysis methods, models, legislation and ordinances.
- Knowledge of competitive devices, market positioning and marketing communication.
- Knowledge of choice of media and planning to optimise customer offers and communicated business value.
- Knowledge of measurement terms such as CPM, CPC, CPL, CPA, conversion rate, bounce rate etc.
- Knowledge of E-commerce, channels and applications, customer relationship management and strategy, understanding of "everyday" e-commerce in addition to mobile channels and mobile marketing.
- Knowledge of web technology.
- Skills to plan and implement online brand-building activities.
- Skills to develop profitability from an existing client base through online upselling.
- Skills to calculate and propose marketing campaigns aimed at target groups.
- Skills to create well-balanced data related to a customer's online behaviour.
- Skills to evaluate selection criteria and understand the process from brief to final campaign.
- Skills to plan and conduct advertising campaigns in search engines, content and display networks and social media (SEM/PPC).
- Competence to work with the entire marketing chain, from analysis, target group definition, formulating messages, choice of channels.
- Competence to plan, structure and assist negotiations with external parties.
- Competence to conduct analyses and intelligence studies.
- Competence to develop marketing strategies and digital media campaigns.
- Competence to analyse website traffic flows, e.g., for e-commerce.
- Competence to produce important numerical values and KPIs to increase traffic, conversion rates, etc.

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

Market Planner, Marketing Strategist and Data Consultant – online and multimedia

## 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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