



CERTIFICATE SUPPLEMENT (*)



SWEDEN

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 search engine marketing and industry standards.
- Knowledge of keyword analysis, organic results and bought keywords.
- Knowledge of laws and regulations governing online sales.
- Knowledge of digital marketing channels.
- Knowledge of business administration analyses for ROI.
- Skills to improve organic results and create relevant content.
- Skills to evaluate keywords for SEO, SEM, social media and content network segments.
- Skills to analyse statistics and evaluate the results of campaigns from a business administration perspective.
- Skills to use Google Analytics, Facebook marketing and other data sources.
- Skills to conduct A/B tests for conversion and optimising conversion using different strategies.
- Skills to project manage digital campaigns.
- Competence to increase site traffic and improve converting.
- Competence to perform suitable search optimisation for a website regarding text, HTML, code and images.
- Competence to plan and create a digital marketing plan and SEO, SEM, affiliate networks and social media, including keyword research analysis and traffic segments.
- Competence to evaluate converting and results of digital campaigns on both macro and micro levels and create relevant numerical values and report their impact using business administration terminology.
- Competence to use several digital marketing channels for SEM, SEO, social media and other actors to create profitable marketing campaigns meeting the financial specifications of the customer/company.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Marketer, Search Optimisation Consultant, Customer Care, Affiliate Network, Head of Communications, Social Media, Web Analyst, Conversion Specialist, Marketer and Analyst

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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