

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 the stages of digital marketing, sales planning, sales pitches and sales methods.
- Knowledge of the basics of marketing, means of competition, market positioning and communication.
- Knowledge of corporate and contract law and how agreements are interpreted.
- Knowledge of the concepts of building a brand and brand platform.
- Knowledge of project management and processes used to calculate ROI.
- Knowledge of business models, business economics and calculations.
- Knowledge of how to build and optimise websites.
- Skills to plan and conduct sales and run digital sales processes.
- Skills to identify, analyse and select suitable strategies based on intelligence studies and an organisation's internal conditions.
- Skills to plan and implement online brand-building activities.
- Skills to develop profitability from an existing client base through online upselling.
- Skills to create project plans and commercial market plans.
- 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.
- Competence to develop corporate digital marketing communication.
- Competence to work with all stages of the marketing process.
- Competence to support other departments with information obtained from analysing customer purchasing behaviour.
- Competence to plan, structure and assist negotiations with external parties.
- Competence to use and develop tools that facilitate and streamline marketing work.
- analyse empirical data and propose marketing campaigns aimed at target groups.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Marketer, Marketer, Analyst and Marketing Communicator

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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