



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Digital marknadsförare

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Digital Marketing Officer

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Specialised knowledge of theoretical and practical sales and marketing in the professional role of Digital Marketing Officer.
- Knowledge and overview of related professional and competence areas such as business administration, business law and business communication.
- Knowledge of work processes and quality criteria in theoretical and practical digital marketing in the professional role of Digital Marketing Officer.
- Skills in planning, performing and identifying resources to be able to perform specialised tasks in sales, project management, business intelligence analysis and marketing in the professional role of Digital Marketing Officer.
- Skills in solving complex problems by combining digital know-how with the ability to be analytical and businesslike in customer relations in the professional role of Digital Marketing Officer.
- Skills in communicating commitments and solutions for transactions and brand building activities online that create value for both buying and selling companies in the professional role of Digital Marketing Officer, in both Swedish and English.
- Competence to independently work with the entire chain of a company's digital marketing process in the professional role of Digital Marketing Officer in such a way that it leads to learning and professional development.
- Competence to independently build, develop and complete projects in digital marketing communication for strategic and long-term business operations, customer benefit and profitability in the professional role of Digital Marketing Officer.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Marketing Officer, Marketing Officer/Analyst and Market 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 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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