



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Digital marknadskommunikatör

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Digital Marketing Communications Manager

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of marketing.
- Knowledge of digital marketing channels and advertising platforms.
- Knowledge of marketing strategies.
- Knowledge of project management and project methods.
- Knowledge of web development and design.
- Knowledge of building a brand.
- Knowledge of digital analysis methods.
- Knowledge of social media.
- Skills to plan, organise and monitor marketing strategies.
- Skills to use digital marketing models and methods.
- Skills in both written and spoken communication, with focus on purpose, situation and recipient.
- Skills to create, apply and evaluate digital marketing analyses and marketing plans.
- Skills to identify customer social media behaviour patterns.
- Skills to evaluate background information and select the suitable digital marketing and analysis tools.
- Skills to interpret and apply the legal framework to digital marketing.
- Skills to critically review a marketing plan, ensure its quality and justify the choice of plan.
- Skills to apply knowledge of development in the marketing sector.
- Competence to work with digital marketing in the private and public sectors.
- Competence to evaluate budget-related marketing plans and action plans based on financial resources.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Marketing Communicator, Web Communicator, Digital Marketing Coordinator and Social Media Manager

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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