



1. Title of the certificate – Yrkeshögskoleexamen ¹

Digital marknadskommunikatör

2. Translated title of the certificate – Higher Vocational Education Diploma ²

Digital Marketing Communicator

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Knowledge of marketing.
- Knowledge of digital marketing channels and advertising platforms.
- Knowledge of company strategies and business strategies.
- Knowledge of legislation and regulations on communication in the field of marketing.
- Knowledge of digital communication tools.
- Knowledge of marketing strategies.
- Knowledge of project management and project methodology.
- Knowledge of resource use and economics in marketing.
- Knowledge of web development and design.
- Skills in planning, organising and following up different marketing strategies.
- Skills in using methods and models in digital marketing.
- Skills in creating, applying and evaluating digital market analyses and marketing plans.
- Skills in interpreting and applying the legal framework in the field of marketing.
- Skills in communicating, in writing and verbally, taking into account purpose, situation and recipient.
- Skills in evaluating background information and choosing digital marketing and analytics tools based on this.
- Skills in planning, implementing and following up a project.
- Skills in making cost price calculations and some budgeting.
- Skills in developing and designing web pages based on different frameworks.
- Competence to work independently or in teams as digital marketing communicator, social media manager, web communicator or digital marketing coordinator in companies or in public agencies.
- Competence to evaluate, based on financial resources, the outcomes of marketing plans and digital action plans linked to the budget.
- Competence to apply knowledge for development in the marketing field.
- Competence to independently critically review, quality assure and argue for the chosen marketing plan.

4. Range of occupations accessible to the holder of the certificate ³

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

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se
Level of the certificate (national or European) ¹	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training ¹	International agreements on recognition of qualifications ¹
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.