



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:

- Specialist knowledge of theoretical and practical marketing.
- Specialist knowledge of theoretical and practical digital communication.
- Knowledge and overview of related professional and competence areas such as business sales, business administration, law, project management and leadership.
- Knowledge of work processes and quality criteria in theoretical and practical sales.
- Knowledge of work processes and quality criteria in theoretical and practical digital marketing communication.
- Skills in planning, performing and identifying resources to perform tasks in sales.
- Skills in planning, performing and identifying resources to perform specialist tasks in digital marketing communication.
- Skills in planning, performing and identifying resources to perform specialist tasks in project management.
- Skills in solving complex problems in sales, marketing and project management.
- Skills in communicating undertakings and solutions relating to marketing and business sales work in the professional role of marketing communicator in both Swedish and English.
- Competence to independently handle theoretical and practical sales work in a way that leads to learning and professional development.
- Competence to independently handle theoretical and practical digital marketing communication work in a way that leads to learning and professional development.
- Competence to monitor sales work and to complete assigned projects.
- Competence to monitor marketing work and to complete assigned projects.

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

Digital Marketing Communicator, Marketing Communicator, Marketer, analyst, Marketer, salesperson and Project Manager in Marketing Communication

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.