



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Yrkeshögskoleexamen

Digital marknadskoordinator

2. TRANSLATION OF DIPLOMA TITLE

Diploma in Higher Vocational Education

Digital Marketing Coordinator

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of how companies can work strategically with social media for marketing purposes.
- Knowledge of how marketing via digital media can be integrated with a company's other marketing.
- Knowledge of how various analytical tools can be used to optimise the company's online marketing.
- Knowledge of how mobile marketing can be used as part of a company's marketing.
- Skills in analysing, carrying out, assessing and following up on various marketing initiatives in digital media.
- Skills in using social media in the company's marketing to build customer relations and strengthen the company's brand.
- Skills in optimising the digital sales process to increase the return on investment.
- Competence to draw up marketing campaigns in digital media.
- Competence to define requirements in internal or external web projects.
- Competence to assess and follow up on results of the marketing initiatives that are carried out in the digital communication area.
- Competence to use online communication to strengthen operations from an organisation and business standpoint.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Digital Communication Manager, Web Coordinator, E-Business Manager and Digital Marketing Coordinator

5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution awarding the diploma	Name, status and address of the public authority issuing the entitlement to award a diploma to education providers The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
Diploma Level (national or international designation) NQF/EQF: <i>scale not yet established</i> ISCED – scale:	Grading Scale 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 (hours/weeks/months/years)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks/years
<p>Further information</p> <p>A higher vocational programme may be of 200 vocational credits, equivalent to one full academic year, or 400 vocational credits, corresponding to two full academic years. If the criteria in Chapter 2, Section 13 of the Ordinance (2009:130) on higher vocational education are fulfilled, a Diploma in Higher Vocational Education is obtained. If the criteria in Chapter 2, Section 14 of the Ordinance (2009:130) on higher vocational education are fulfilled, an Advanced Diploma Higher Vocational Education is obtained.</p> <p>Entry requirement is successful completion of upper secondary education.</p> <p>For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se</p>		

(*) 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.

Further information on transparency and clarity may be obtained from: www.cedefop.eu.int/transparency

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