



## 1. Title of the certificate – Yrkeshögskoleexamen <sup>1</sup>

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Internationell säljare/marknadsförare

## 2. Translated title of the certificate – Higher Vocational Education Diploma <sup>2</sup>

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International Sales and Marketing Officer

## 3. Knowledge, skills and competence profile

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The holder of the certificate has:

- Knowledge of the different parts of sales work: sales planning, sales call structure and sales methodology.
- Knowledge of external analysis.
- Knowledge of strategic concepts in marketing, as well as communication channels.
- Knowledge of the basics of rhetoric.
- Knowledge of the basics of marketing, means of competition, market positioning and marketing communication.
- Knowledge of digital marketing.
- Knowledge of complex sales at international level as well as different strategies in advanced international sales and knowledge of product responsibility, environmental issues and ethics in complex international business.
- Skills in planning and conducting sales work and running sales processes in complex business based on a holistic perspective.
- Skills in identifying, analysing and selecting appropriate strategies based on external analysis.
- Skills in preparing rhetorically for a presentation and being able to plan and implement engaging presentations to an audience.
- Skills in making a fictitious marketing plan for a company or product.
- Skills in identifying critical elements of value propositions in business markets.
- Skills in applying models and methods for marketing strategies and activities.
- Skills in being able to express themselves professionally in Swedish and English in speech and writing.
- Competence to be able to work independently and in teams as a salesperson/marketer in a global market.
- Competence to conduct external analyses.
- Competence to build and develop international business.
- Competence to work with corporate marketing communication.
- Competence to analyse different new export markets and develop an export plan.
- Competence to apply sales planning in complex business transactions.
- Competence to give professional presentations in Swedish and English.

## 4. Range of occupations accessible to the holder of the certificate <sup>3</sup>

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International Sales and Marketing Officer, B2B Sales Executive, Field Salesperson and Salesperson, company

<sup>1</sup> In the original language. | <sup>2</sup> If applicable. This translation has no legal status. | <sup>3</sup> 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 <a href="http://www.myh.se">www.myh.se</a>
Level of the certificate (national or European) <sup>1</sup>	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 <sup>1</sup>	International agreements on recognition of qualifications <sup>1</sup>
	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 <sup>1</sup>

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](http://www.myh.se)

### National Europass Centre

[www.myh.se](http://www.myh.se)

<sup>1</sup> If applicable.