



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Kvalificerad Yrkeshögskoleexamen

Internationell säljare/marknadsförare

2. TRANSLATION OF CERTIFICATE TITLE

Advanced Higher Vocational Education Diploma in

International Sales/Marketing Professional

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the various elements of the sales process: sales planning, the structure of a sales discussion and sales methodology.
- Knowledge of the overall strategic concepts of marketing, as well as communication channels.
- Knowledge of the roles of the project manager, the purchaser and the project team.
- Knowledge of the fundamentals of marketing, competitive means and marketing communications.
- Knowledge of product responsibility, different valuations and their significance for collaboration in an international environment.
- Knowledge of international distribution and information channels.
- Knowledge of cultural differences, different values and their importance for collaborating in an international environment.
- Knowledge of international business law.

- Skills in analysing the elements of the marketing mix.
- Skills in applying models and methods to market strategies and marketing activities.
- Skills in improving collaboration in an international environment by using tools to handle cultural differences.

- Competence to manage complex sales at an international level, as well as various strategies for advanced international sales.
- Competence to plan and execute sales and to manage the sales processes in complex deals, from an overall perspective.
- Competence to conduct a pilot study for a small project, analysing risks and outward dependency, as well as in conducting an analysis of a project.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Account Manager, Project Manager/Coordinator, Field Sales Executive, Sales Manager, Sales Director, Marketer Marketing Director/Supervisor

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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