



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Internationell säljare/marknadsförare

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

International Sales and Marketer

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of presenting sales and purchasing processes, exports and transactions.
- Knowledge of methods used in sales meetings and negotiations.
- Knowledge of cultural differences and their significance to global cooperation.
- Knowledge of reading and writing business communications in English.
- Knowledge of presenting calculations in business economics and budget work to create profitability.
- Knowledge of methods and tools used in intelligence assessments and marketing plans, with focus on traditional and digital marketing.
- Knowledge of presenting complex sales on an international scale, alongside international sales and knowledge of distribution and information channels.
- Skills to work with analysis, planning and sales/marketing.
- Skills to create and implement marketing strategies following a market plan.
- Skills to apply contract law, marketing law and immaterial law.
- Skills to apply the relevant Swedish legislation for sales, procurement and marketing.
- Skills to create culturally aware international collaborations.
- Competence to develop and produce all stages of the sales process.
- Competence to create, develop and maintain global customer relations.
- Competence to work independently with new sales and increase existing sales.
- Competence to direct professional negotiations.
- Competence to conduct situation analyses, intelligence analysis and customer strategies.
- Competence to apply sales planning and implement these in complex transactions.
- Competence to analyse export markets.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

International Sales/Marketer, Export Sales, B2B Sales, Project Manager/Coordinator, Sales Leader and Marketer

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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