



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Kvalificerad Yrkeshögskoleexamen

Internationell säljare och marknadsförare

2. TRANSLATION OF CERTIFICATE TITLE

Advanced Higher Vocational Education Diploma in

International Sales and Marketing Professional

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of participating in the planning and implementation of sales and/or marketing campaigns and conducting world-wide analyses and export plans.
- Knowledge of general sales and sales management models.
- Knowledge of negotiation techniques and argumentation techniques.
- Knowledge of quality assurance through the preparation of quality plans and control plans.
- Knowledge of project management, project models and project evaluation.
- Knowledge of the sales process, from sales planning and the structure of a sales discussion to sales methodology.
- Knowledge of the overall strategic marketing concepts and communication channels.
- Knowledge of the roles of project manager, purchaser and project team.
- Knowledge of the fundamentals of marketing, competitive means and marketing communications.
- Knowledge of product responsibility, evaluations 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 collaboration in an international environment.
- Knowledge of international business law.
- Skills to analyse the elements of the marketing mix.
- Skills to apply models and methods to market strategies and marketing activities.
- Skills to improve international collaboration by using tools to address cultural differences.
- Skills to prepare and plan projects.
- Skills to implement and complete projects in sales and marketing at strategic and tactical levels.
- Skills in digital marketing, social media and CRM.
- Competence to manage complex sales at an international level and strategies for advanced international sales.
- Competence to plan and execute sales and manage the sales processes in complex deals.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Account Manager, Key Account Manager, Marketing Coordinator, Marketing Assistant, International Seller, International Marketer, Export Seller, Project Manager and Sales Processor

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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