



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

**Kvalificerad Yrkeshögskoleexamen**

**Internationell säljare/marknadsförare**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Advanced Higher Vocational Education Diploma in**

**International Sales and Marketing**

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of strategic concepts in marketing and communication channels.
- Knowledge of the basics of marketing, means of competition, market positioning and communication.
- Knowledge of export ventures.
- Knowledge of international business law.
- Skills to plan and conduct sales work and run sales processes in complex transactions.
- Skills to identify, analyse and select suitable strategies based on intelligence studies.
- Skills in rhetoric prior to presenting statements and skills to plan and conduct captivating presentations in both Swedish and English.
- Skills to apply models and methods for marketing strategies and marketing activities.
- Skills to select a market and take the necessary steps to conduct successful sales and marketing on an increasingly demanding global market.
- Skills to improve collaboration in an international environment by using methods to manage cultural differences.
- Competence to work as a salesperson/marketer both independently and in a team on a global market.
- Competence to conduct intelligence studies.
- Competence to build and develop international business activities.
- Competence to work independently with corporate marketing communication.
- Competence to analyse new export markets and create an export plan.
- Competence to apply sales planning to complex business transactions.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

International Sales/Marketing, Export Sales, B2B Sales, Project Manager/Coordinator, Field Representative and Sales Manager

## 5. OFFICIAL STATUS OF THE CERTIFICATE

<b>Name and address of the awarding institution</b>	<b>Name and address of the public authority issuing awarding entitlement to education providers</b>
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma level (national or international designation)</b>	<b>Grading scale</b>
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		<b>weeks</b>
<b>Further information</b>		
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: <a href="http://www.myh.se">www.myh.se</a>		

### (\*) 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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