



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkeshögskoleexamen

Konceptsäljare

2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Business and creative sales

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the media sector and various sales channels and methods.
- Knowledge in marketing and how to package different concepts depending on the customers' needs.
- Knowledge on how to design the impressions and messages that informs today's society and to see what methods affects customers's decisions on buying goods and services, as well as concepts.
- Knowledges in strategic sales and negotiation techniques.
- Knowledges on how to manage and administer projects from start to finish, and in evaluation.
- Knowledges in laws and agreements, as well as the ethical and moral rules, that regulates the market.
- Skills in selling goods and services as well as concepts within media.
- Skills in choosing suitable sales channels depeding on the target audience and market research.
- Skills in choosing the proper trade tools for producing sales material.
- Skills in managing projects with overall responsibility for results and to present decision basis material and calculations.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Project manager, Business and creative sales person, Sales person for various media services , Sales project manager of media services.

5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution awarding the diploma	Name, status and address of the public authority issuing the entitlement to award a diploma to education providers
	The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
Diploma Level (national or international designation)	Grading Scale
NQF/EQF: <i>scale not yet established</i> ISCED – scale:	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 (hours/weeks/months/years)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks/years
<p>Further information</p> <p>A higher vocational programme may be of 200 vocational credits, equivalent to one full academic year, or 400 vocational credits, corresponding to two full academic years. If the criteria in Chapter 2, Section 13 of the Ordinance (2009:130) on higher vocational education are fulfilled, a Diploma in Higher Vocational Education is obtained. If the criteria in Chapter 2, Section 14 of the Ordinance (2009:130) on higher vocational education are fulfilled, an Advanced Diploma Higher Vocational Education is obtained.</p> <p>Entry requirement is successful completion of upper secondary education.</p> <p>For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se</p>		

(*) 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.

Further information on transparency and clarity may be obtained from: www.cedefop.eu.int/transparency

© European Communities, 2002