



APPENDIX TO DIPLOMA (*)



SWEDEN

1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkeshögskoleexamen

Kvalificerad Butikskommunikation

SUN-kod: 342z

Samhällsvetenskap, juridik, handel, administration - Företagsekonomi, handel, administration – Marknadsföring – Marknadsföring

2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Advanced shop marketing

SUN code: 342z

Social sciences, law, commerce, administration - Business, commerce, administration - Marketing - Marketing

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of how simpler carpentry and works are carried out in shop marketing.
- Knowledge of different types of materials.
- Knowledge of practical shop economy.
- Skills in planning and carrying out campaigns, activities, alterations in a shop or a department store.
- Skills in matching and coordinating products in a sales promoting manner.
- Skills in visualising and communicating the product range in order to create a well-arranged shop.
- Skills in planning and carrying out decoration of shop windows and product displays.
- Skills in dealing with shop interiors.
- Skills in evaluating the visual communication in the shop.
- Skills in handling text using current text programs and in positioning signs in the shop.
- Skills in communicating visually with different target groups and in realising the company's concept via the shop's/department store's various communication channels.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Shop marketer

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.yhmyndigheten.se
Diploma Level (national or international designation) NQF/EQF: <i>scale not yet established</i> ISCED – scale: 5B	Grading 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

Further information

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.

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.yhmyndigheten.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.

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

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