



# APPENDIX TO DIPLOMA (\*)



SWEDEN

## 1. EXAMENSBEVISETS BENÄMNING

Yrkeshögskoleexamen

Kvalificerad mediasäljare

## 2. TRANSLATION OF DIPLOMA TITLE

Diploma in Higher Vocational Education

Qualified Media Sales Professional

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- The ability to identify individual target groups and to describe the methods for finding or creating potential customers.
- Knowledge of how to execute and adapt needs assessments according to the customer's requirements.
- Skills in preparing and conducting presentations and customer meetings.
- Skills in applying a negotiating technique which is adapted to the customer's conditions and requirements.
- Ability to provide good advice about campaign setup, based on an understanding of the advertiser's goals and choice of target groups.
- The ability to explain what makes advertising work.
- Knowledge about the execution/establishment of a campaign plan, based on a previously drafted strategy for impact and media recommendations.
- The ability to develop concrete communication proposals in various media, based on the established campaign plan, in collaboration with the creatives and producers.
- The ability to critically review a market survey and assess its credibility, validity and reliability.
- Knowledge about the use of data from the most important media surveys in the day-to-day work of a media sales professional.
- The ability to formulate proposals for decisions, based on reported data.

## 4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Media Sales Professional, Media Advisor

## 5. OFFICIAL STATUS OF THE DIPLOMA

<b>Name, status and address of the institution awarding the diploma</b>	<b>Name, status and address of the public authority issuing the entitlement to award a diploma to education providers</b>  The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås <a href="http://www.myh.se">www.myh.se</a>
<b>Diploma Level (national or international designation)</b>  NQF/EQF: <i>scale not yet established</i> ISCED – scale:	<b>Grading Scale</b>  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		<b>weeks/years</b>

### 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.myh.se](http://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.

Further information on transparency and clarity may be obtained from: [www.cedefop.eu.int/transparency](http://www.cedefop.eu.int/transparency)

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