



## 1. Title of the certificate – Yrkeshögskoleexamen <sup>1</sup>

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Marketing Automation Specialist

## 2. Translated title of the certificate – Higher Vocational Education Diploma <sup>2</sup>

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Marketing Automation Specialist

## 3. Knowledge, skills and competence profile

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The holder of the certificate has:

- Knowledge of strategy, analysis and measurability for smart digital sales, including in the omnichannel context.
- Knowledge of effective marketing processes and automation of functions.
- Knowledge of sales processes and negotiations B2B as well as B2C and sharp digital marketing.
- Knowledge of project management and goal management in digital and omnichannel projects.
- Knowledge of relevant terminology in marketing automation.
- Knowledge of content management.
- Knowledge of e-commerce, trends and concepts.
- Skills in delivering qualified leads to the sales force.
- Skills in planning and leading improvement work for the ROI in the company's marketing.
- Skills in planning and leading improvement work in customer service and cost per order.
- Skills in creating KPI structure linked to how people search for information and make purchasing decisions today.
- Skills in assisting in launch or improvement in the company's online sales channel (B2B and B2C).
- Skills in using qualified analysis tools based on English.
- Skills in setting requirements for CRM systems and developing their business benefits.
- Competence to lead goal-focused sales processes and campaigns and conduct business negotiations in Swedish and English.
- Competence to apply brand building and/or transactional marketing based on defined goals.
- Competence to act cohesively on sales with a special focus on market, sales and customer support but also in relation to content and social media presence.
- Competence to be able to work independently and in teams with a focus on digital sales and marketing.
- Competence to lead a process of change from more traditional marketing and sales to marketing automation and use of digital marketing and lead generation.
- Competence to assist company management as a resource in adapting the company's strategy to include digital applications and opportunities.

## 4. Range of occupations accessible to the holder of the certificate <sup>3</sup>

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Market Automation Specialist, Lead Generation Specialist, Marketing Automation Coordinator, Content Marketing Specialist and Digital Marketing Coordinator

<sup>1</sup> In the original language. | <sup>2</sup> If applicable. This translation has no legal status. | <sup>3</sup> If applicable.

## 1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden <a href="http://www.myh.se">www.myh.se</a>
Level of the certificate (national or European) <sup>1</sup>	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training <sup>1</sup>	International agreements on recognition of qualifications <sup>1</sup>
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

### Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

## 2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

## 3. Additional information

### Entry requirements <sup>1</sup>

Entry requirement is successful completion of upper secondary education.

### More information (including a description of the national qualifications system)

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)

### National Europass Centre

[www.myh.se](http://www.myh.se)

<sup>1</sup> If applicable.