



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Marketing Automation

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Marketing Automation

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of marketing and communication channels and how they are brought together in media.
- Knowledge of how to integrate systems into MA and link these to databases.
- Knowledge of how content, media channels, steering target audiences, timing and feeds influence MA marketing efforts.
- Knowledge of digital channels/online technology and how they influence marketing efforts.
- Knowledge of web analysis and how data/cookies develop and impact the MA process and feed.
- Skills to use purchasing process, marketing automation systems and data/CRM data to plan and implement marketing efforts in MA.
- Skills to manage MA systems and tools such as Salesforce, Marketo, Hubspot and Eloqua.
- Skills to manage and segment CRM data for target-group-based/interest-based marketing.
- Skills to integrate marketing databases into MA systems.
- Competence to select platform and system for implementing marketing automation in a company or organisation, including marketing and communication.
- Competence to establish a plan and flow for MA marketing efforts.
- Competence to map a customer's purchasing habits using the feed/various segments for a specific MA marketing effort.
- Competence to draw on all elements of a company to establish a feed and implementation of MA6 and establish tracing, target conversion, segmenting and attribution to all aspects of MA marketing efforts.
- Competence to conduct the relevant tests for flow, content, target audience and data segments in MA.
- Competence to identify which marketing activities and processes have the biggest impact on corporate results through automatisation.
- Competence to develop within marketing and constantly refresh knowledge.

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

Marketing Automation Specialist, CRM Marketing Automation Specialist, Marketer and Marketing Consultant

## 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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