



1. Title of the certificate – Yrkeshögskoleexamen ¹

Marketing Automation

2. Translated title of the certificate – Higher Vocational Education Diploma ²

Marketing Automation

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Knowledge of the customer experience as a strategic concept and how it is implemented in marketing activities in omnichannel environments.
- Knowledge of marketing automation platforms/tools and their function and how they work in the company's digital market and communication ecology.
- Knowledge of the importance of data for an organisation's marketing and communication.
- Skills in producing data analyses and from these proposing and implementing omnichannel marketing and communication activities.
- Skills in using the buying process, marketing automation systems and data/CRM data to plan and perform marketing initiatives in marketing automation and to communicate commitments and solutions in the professional field in English.
- Skills in planning and implementing marketing efforts in Sweden/the Nordic region, taking into account current laws, rules and frameworks for marketing, communication and data management.
- Competence to act as an advisor for the purchasing of marketing automation platforms.
- Competence to evaluate an organisation's marketing automation efforts and propose changes.

4. Range of occupations accessible to the holder of the certificate ³

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

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

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

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 www.myh.se
Level of the certificate (national or European) ¹	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 ¹	International agreements on recognition of qualifications ¹
	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 ¹

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

National Europass Centre

www.myh.se

¹ If applicable.