



# APPENDIX TO DIPLOMA (\*)



SWEDEN

## 1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkehögskoleexamen

### Marknadsföring och försäljning

SUN-kod: 341z

Företagsekonomi, handel, administration – Inköp, försäljning och distribution - Inköp, försäljning och distribution

## 2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

### Marketing and Sales

SUN code: 341z

Business administration, trade, administration – Purchasing, sales and distribution – Purchasing, sales and distribution

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Skills to work as a salesperson and marketer.
- Knowledge of the laws that govern marketing and sales as well as knowledge of how to build long-term business relationships.
- Skills to work in project form.
- Knowledge of sales work and the various factors involved, such as sales planning, sales calls, sales techniques and sales psychology.
- Skills in using computers for communication, customer databases, sales, production and the distribution of information materials.
- Knowledge of the entire marketing process from analysis, market research, how objectives and strategies are determined, activities, campaign planning and monitoring.

## 4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Corporate sales agent, Sales manager, Product manager, Sales manager, Key account manager, Marketer, Marketing coordinator, Communications officer and Marketing Manager

### (\*) 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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## 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.yhmyndigheten.se">www.yhmyndigheten.se</a>
<b>Diploma Level (national or international designation)</b>	<b>Grading Scale</b>
NQF/EQF: <i>scale not yet established</i> ISCED – scale: 5b	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.yhmyndigheten.se](http://www.yhmyndigheten.se)