



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkeshögskoleexamen

Marknadsföring och försäljning till företag

2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Sales and Marketing B2B

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of customer value and differentiation as a foundation in marketing and sales.
- Knowledge of communication as a driving force and influence in society.
- Knowledge of roles, methods and responsibilities in a purchasing organisation.
- Knowledge of processes for development of new products and services, structure and management of the production system.
- Knowledge of law with special focus on contract conditions, applied psychology.
- Skills in project setup and management.
- Skills in communicating quotations and offers.
- Skills in planning and accomplishing oral and written presentations.
- Skills in budgeting and calculation.
- Skills in planning, implementing and evaluating negotiations.
- Skills in prospecting new markets and customers.
- Skills in employing CRM and ERP systems.
- Competence in identification and analysis of customer values in terms of improvements and cost reductions in a customer situation.
- Competence in calculation of economic consequences for a customer to buy a solution.
- Competence in calculation of prices and defining alternative payment solutions.
- Competence in implementing customer need and market essays.
- Competence to set up sales and market plans.
- Competence to produce economic foundations for sales and market plans.

4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Corporate sales agent, Account manager, Key account manager, Marketer, Marketing coordinator, Project manager/coordinator

5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution awarding the diploma	Name, status and address of the public authority issuing the entitlement to award a diploma to education providers The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
Diploma Level (national or international designation) NQF/EQF: <i>scale not yet established</i> ISCED – scale:	Grading Scale 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		weeks/years
<p>Further information</p> <p>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.</p> <p>Entry requirement is successful completion of upper secondary education.</p> <p>For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se</p>		

(*) 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

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