



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Kvalificerad Yrkeshögskoleexamen

Marknadsinriktad Företagssäljare

2. TRANSLATION OF CERTIFICATE TITLE

Advanced Higher Vocational Education Diploma in

Sales and Marketing B2B

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of sales processes and qualified marketing work in different types of businesses.
- Knowledge of how financial processes affect a business both internally and externally.
- Skills to create a marketing plan for a product/service and working in project groups.
- Skills to conduct sales processes and qualified marketing work in different types of businesses.
- Competence to analyse the existing range of products/services offered by a business by conducting a situation analysis, proposing and implementing alternative strategies and improvements.
- Competence to evaluate and produce a basis for financial decisions in the form of calculations for profitability and investments.
- Competence to identify, analyse and resolve marketing problems and conduct market analyses.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

B2B Sales Representative, Head of Marketing, Sales Manager, Project Manager for Business Development, Marketing Assistant, Director of Sales.

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
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		weeks
Further information		
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: www.myh.se		

(*) 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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