



# APPENDIX TO DIPLOMA (\*)



SWEDEN

## 1. EXAMENSBEVISETS BENÄMNING

Yrkeshögskoleexamen

Marknadsinriktad Säljare B2B

## 2. TRANSLATION OF DIPLOMA TITLE

Diploma in Higher Vocational Education

Marketing and Sales Manager B2B

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Competence to work with B2B sales, at both national and international levels.
- Competence to work with marketing, at both national and international levels.
- Competence to work with business and customer development and to build long-term customer relations.
- Competence to manage projects.
- Skills in analysing financial information, creating budgets, making calculations and conducting risk analyses.
- Skills in drawing up quotations and agreements.
- Skills in carrying out professional presentations in Swedish and English.
- Skills in planning and managing online marketing projects.
- Skills in working with business intelligence and market surveys.
- Knowledge of marketing ethics, laws and regulations.
- Knowledge of corporate law regarding sales and marketing.

## 4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

B2B Sales Advisor, Sales Project Manager, Sales Coordinator, Technical Sales Advisor, Office based Sales Advisor/Aftermarket Sales Advisor, Marketing Officer/Marketing Coordinator

## 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 www.myh.se
<b>Diploma Level (national or international designation)</b>	<b>Grading Scale</b>
NQF/EQF: <i>scale not yet established</i> ISCED – 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		<b>weeks/years</b>
<p><b>Further information</b></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: <a href="http://www.myh.se">www.myh.se</a></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](http://www.cedefop.eu.int/transparency)

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