



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Marknadskoordinator

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Marketing Coordinator

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of marketing and communication models and tools necessary to market a company and its products/services.
- Knowledge of the laws and ordinances governing marketing and media channels.
- Knowledge of the various marketing channels and how they are linked in the media-mix.
- Knowledge of strategic marketing work in a company and through various media channels.
- Skills to identify customer needs, conduct needs analyses, target group analyses and corporate/competition analyses B2B/B2C.
- Skills to create both digital and printed graphics following a profile and manual, using Photoshop and InDesign.
- Skills in online publishing via CMS (e.g., EpiServer/Wordpress).
- Skills to plan and conduct digital marketing based on creativity and technology.
- Skills to plan and conduct marketing through traditional channels and contexts.
- Skills to evaluate the relevance of a company's marketing efforts to finance, target group, media channel and conversion.
- Competence to plan, implement and evaluate marketing and sales efforts.
- Competence to procure and prepare communication and marketing services and coordinate with consultants/agencies.
- Competence to work strategically with a company's media channels.
- Competence to manage projects and lead production, marketing and sales processes.
- Competence to oversee market coordination at a company or as a consultant with set targets.
- Competence to work towards efficient marketing and communication.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Marketing Coordinator, Marketing Assistant, Production Manager, Project Manager, Marketing Manager, Marketing Research Analyst, Marketing Consultant and Marketing Communication Manager

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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