



# APPENDIX TO DIPLOMA (\*)



## 1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkeshögskoleexamen

Marknadsstrateg och Försäljare Mixed Media

## 2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Mixed Media Marketing Strategist and Salesperson

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of established theories and tools within marketing, sales, project management and communication.
- Knowledge of industry structure, industry organisations, stakeholders, alliances, contractual forms, professional roles and processes of the communications industry's producers (web, mobile, advertising, events, PR, TV channels, production companies, SEO/SEM, OOH/DOOH, etc.) and customers (marketing, sales and information services, in-house agencies).
- Knowledge of entrepreneurship and company formation in the communications industry.
- Knowledge of established tools for research and analysis related to the target audience, message, media and communications.
- Skills in conducting research and in-depth target group analysis before and after mixed media campaigns.
- Skills in communicating professionally and with a focus on the target group in mixed media campaigns (convergent media).
- The ability to plan, implement and monitor customised campaigns and marketing strategies in mixed media.
- The ability to plan, implement and follow up on customer visits, sales meetings, pitches and personal meetings.
- The ability to project manage small and medium-sized mixed media campaigns.
- Ability to develop executive feasibility studies, supporting documentation and reports, as well as plans such as business plans, marketing plans and project plans for the media and communications industry.
- The ability to produce and/or manage the production of simpler mixed media productions.
- The ability to follow developments in the industry regarding new technology, new media, new platforms, new business models, new buying patterns and new target groups.
- The ability to start and run their own business in the communications industry.

## 4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Sales Project Manager, Marketing Strategist, Salesperson, Account Manager, Key Account Manager, Media Planner, Production Manager, Client Leader, Digital Media Strategist, Media Advisor, Marketing Coordinator, Planner

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