

1. TITLE OF DIPLOMA

Kvalificerad yrkeshögskoleexamen

Marknadsstrategi och försäljning inom Mixed Media

SUN-kod: 341z

Samhällsvetenskap, juridik, handel, administration – Företagsekonomi, handel, administration –
Inköp, försäljning och distribution – Inköp, försäljning och distribution

2. TRANSLATION OF DIPLOMA TITLE

Higher Vocational Education Degree

Marketing strategy and sales within Mixed Media

SUN-code: 341z

Business economics, trade, administration – Procurement, sales, and distribution –
Procurement, sales and distribution

This translation has no legal status.

3. SKILLS & KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of fundamental business economics and business.
- Knowledge of the basics in marketing and internal information.
- Skills in the development of a company's or organisation's strategic internal information.
- Knowledge of the industry's most common software products and technologies for production.
- Skills in coordinating various channels and communication.
- Skills in using basic tools and methods as well as models within sales support.
- Skills in carrying out target group analyses for marketing within mixed media.
- Skills in working with the most common software and publishing systems on the Internet.
- Skills in handling brands within mixed media.
- Knowledge of laws and regulations within the field.

4. PROFESSIONS AVAILABLE TO THE HOLDER OF THE DIPLOMA

Marketers, Marketing Assistant, Marketing Strategist, Key Account Manager, Project Manager, Self-employed

(*) Explanatory notes

The purpose of this document is to provide additional information to the mentioned degree and has no legal status in itself. It is based on the Council's Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, on the Council's Resolution 96/C 224/04 of 15 July 1996 on transparency regarding vocational training certificates, and on the Recommendation of the European Parliament and the Council 2001/613/EC of 10 July 2001 on mobility within the EC for students, persons undergoing vocational training, volunteers, teachers and trainers.

More information on transparency can be obtained from: www.cedefop.eu.int/transparency

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5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution awarding the diploma	Name, status and address of the national authority issuing the entitlement to award a degree to education providers
	The authority for higher vocational training Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.yhmyndigheten.se
Diploma Level (national or international designation)	Grading Scale/Requirements for Pass
NQF/EQF: <i>the scale has not yet been determined</i> ISCED – scale: 5 B	Fail (Icke Godkänt - IG) Pass (Godkänt -G) Pass with Merit (Väl godkänt - VG)

6. OFFICIALLY RECOGNIZED WAYS OF OBTAINING A DIPLOMA

Description of vocational training received	Percentage of the course (%)	Duration (hours/weeks/months/years)
• School/Institution		weeks
• LIA - Learning in a work environment		weeks
Total education/course duration resulting in the certificate		weeks / year
<p>Additional Information</p> <p>A higher vocational education course may encompass 200 Higher Vocational Education (Yh) credits which correspond to one year of full-time study, or 400 Yh credits which correspond to two years of full-time study. If the criteria in Chapter 2, Section 13 of the National Agency for Higher Vocational Education (YH) Ordinance (2009:130) is met a Higher Vocational Education Degree is awarded. If the criteria in Chapter 2, Section 14 of the National Agency for Higher Vocational Education (YH) Ordinance (2009:130) is met a Higher Vocational Education Degree is awarded.</p> <p>Additional information on higher vocational education courses and the national training and qualification system may be found at the website of the National Agency for Higher Vocational Education: www.yhmyndigheten.se</p>		