

## 1. CERTIFICATE TITLE

Yrkehögskoleexamen

Onlinemarknadsförare

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Online marketer

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of marketing, search engines, digital ad platforms, banner and video advertising, content marketing, web analytics, conversion optimization and web technology.
- Knowledge of planning and estimating for ad strategies in affiliate and display marketing and programmatic buying/TPR.
- Knowledge of analysing traffic streams in digital channels with a focus on metrics, KPIs, conversion funnels, web analytics and conversion optimization/CRO.
- Skills in mastering the tools, programs, and best-practice methods for marketing in search engines, content and display networks and social media.
- Skills in marketing with knowledge of both the market as well as technical elements to achieve effective results in a promotion or digital channel.
- Skills in mastering the industry tools in advertising, Google Adwords, and web analytics, Google Analytics, using certification in both.
- Skills in performing a SEO analysis and SEO strategy for a company.
- Skills in planning and implementing advertising strategies in the search engines, display networking, social media and video platforms with a focus on such as Google Adwords and Facebook Marketing.
- Skills in taking advantage of social media and channels for effective marketing with content and narrative as a starting point - Content Marketing and native advertising.
- Competence to develop a marketing plan and digital action plan for a company linked to the budget and economy.
- Competence to relate a company's marketing and revenue to the customer, conversion and media channel to consolidate and justify ROI for digital marketing.
- Competence to pitch for customers/clients and present a plan and the results in order to sell.
- Competence to work in projects and groups, with a focus on personal responsibility and responsibility sharing, developing their own and others ideas, collaboration, scheduling and delivery.
- Competence to implement marketing in digital channels from a strategic and quantitative perspective.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Online marketer, SEO/SEM/PPC consultant, Campaign manager/coordinator, Digital Specialist, Paid Media Manager, Social Media Advertising Specialist, Digital Media Planne.

## 5. OFFICIAL STATUS OF THE CERTIFICATE

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

### (\*) 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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