



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Onlinemarknadsförare

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Digital Marketer

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of marketing/communication models and tools necessary to promote a company and its products/services.
- Knowledge of digital marketing channels and how the digital ecosystem is linked.
- Knowledge of strategic and practical market planning.
- Knowledge of online technology and how it influences digital marketing opportunities. Knowledge of measurement terminology for estimates, implementation and reporting on digital marketing.
- Knowledge of brand-driven and performance-based marketing on digital channels.
- Skills to use the relevant advertising, tracking and analysis tools and marketing systems.
- Skills to plan and conduct digital marketing for digital marketing environments that is creative and technically astute.
- Skills to plan, present, implement and evaluate digital marketing efforts and choice of channel, target audience and specialisation with focus on targets, purpose and message.
- Skills in market planning and relevant digital channel strategies for a company/organisation.
- Skills to understand digital marketing efforts linked to income, target group, media channel and conversion.
- Competence to perform a digital marketing drive, including establishing a brief/list of requirements, presenting and arguing, implementing, evaluating and reporting.
- Competence to oversee a specific aspect of a company's digital marketing and develop activities for specific targets and with the aim of improving marketing and communication.
- Competence to advise a company about the most suitable digital channels and marketing methods to achieve set targets and purposes.
- Competence to use and develop a company's digital marketing to improve ROI.

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

Online Marketer, Digital Marketer, Marketing Analyst, Digital Marketing Consultant and Digital Specialist

## 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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