



1. Title of the certificate – Yrkeshögskoleexamen ¹

Onlinemarknadsförare

2. Translated title of the certificate – Higher Vocational Education Diploma ²

Online Marketer

3. Knowledge, skills and competence profile

The holder of the certificate has:

- Specialist knowledge of theoretical and practical marketing and marketing strategy in online media, as well as processing of data for the identification and development of marketing opportunities in online channels.
- Knowledge and overview of related professional and competence areas such as traditional marketing, digital analysis and digital strategy.
- Knowledge of work processes and quality criteria in theoretical and practical marketing and marketing strategy in online media, as well as processing of data for the identification and development of marketing opportunities in online channels.
- Skills in planning, performing and identifying resources to perform specialist tasks in marketing and marketing strategy in online media, as well as processing of data for the identification and development of marketing opportunities in online channels.
- Skills in resolving complex problems in marketing and marketing strategy in online media, as well as processing of data for the identification and development of marketing opportunities in online channels.
- Skills in communicating commitments and solutions for marketing and marketing strategy in online media, as well as processing of data for the identification and development of marketing opportunities in online channels.
- Competence to independently handle theoretical and practical work in marketing and marketing strategy in online media, as well as processing of data for the identification and development of marketing opportunities in online channels in such a way as to led to learning and professional development.
- Competence to monitor work in marketing and marketing strategy in online media, as well as processing of data for the identification and development of marketing opportunities in online channels, and complete assigned projects.

4. Range of occupations accessible to the holder of the certificate ³

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

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden www.myh.se
Level of the certificate (national or European) ¹	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training ¹	International agreements on recognition of qualifications ¹
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

3. Additional information

Entry requirements ¹

Entry requirement is successful completion of upper secondary education.

More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se

National Europass Centre

www.myh.se

¹ If applicable.