

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

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

- 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. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Online Marketer, Digital Marketer, Marketer, analyst, Marketing Consultant, Market Analyst 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 note**

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information available at: <http://europass.cedefop.europa.eu>

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