



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkehögskoleexamen

Public Relations

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma in

Public Relations

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the history of the PR industry, areas of specialisation and disciplines.
- Knowledge of brand analysis, business strategy and business intelligence.
- Knowledge of the tools, strategies and tactics in PR and media logic.
- Knowledge of communications strategy theory formation, tools and models.
- Knowledge of concept and idea processes, roles and functions.
- Knowledge of communications in new types of media with non-traditional media logic and business models.
- Knowledge of concept development, innovation-driven communication and sale of ideas.
- Knowledge of social contacts, advocacy and lobbying.
- Skills in understanding and planning one's own role as PR communicator.
- Skills in using methods of strategic analysis, business intelligence and brand analysis and strategy.
- Skills in working with the press, creating media relations and publicity and reporting and monitoring the business world.
- Skills in strategic communication planning, concept and idea creation, process control and launching sales.
- Skills in managing public relations in new media channels.
- Skills in structuring pitch processes and arguing for communications solutions.
- Skills in driving long-term change through societal advocacy and lobbying.
- Competence to navigate and understand the Swedish PR industry and its stakeholders.
- Competence to apply business intelligence in practice, brand analyses and business strategies in PR work.
- Competence to work with or assist in publicity creation and relationship PR crafting.
- Competence to formulate and implement strategic communication plans for modern brands.
- Competence to create clear communication concepts for PR-driven market communication.
- Competence to create commitment and attention in new media channels.
- Competence to apply innovation-driven PR communications.
- Competence to convince people of the strategic and tactical choices for PR-driven market communication.
- Competence to work with and/or assist in long-term change in accordance with an organisation's business goals.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

PR consultant/PR adviser, Project manager in market PR, PR strategist, Press/information manager, Publicity expert, PR assistant.

5. OFFICIAL STATUS OF THE CERTIFICATE

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

(*) 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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