



APPENDIX TO DIPLOMA (*)



Sweden

1. TITLE OF DIPLOMA Yrkeshögskoleexamen

Säljare/Marknadsförare

SUN-kod: 341z

Företagsekonomi, handel, administration – Inköp, försäljning, distribution - Inköp, försäljning, distribution

2. TRANSLATION OF DIPLOMA TITLE Higher Vocational Education Degree

Salesperson/Marketing Executive

SUN-code: 341z

Business economics, Trade, Administration - Procurement, Sales, Distribution - Procurement, Sales, Distribution

This translation has no legal status.

3. SKILLS & KNOWLEDGE PROFILE

The holder of this document has

- Ability to work with problem solving as well as in projects.
- Knowledge of marketing in accordance with the marketing-mix approach.
- Knowledge of marketing legislation and other legislation which sets the framework for various marketing strategies.
- Skills in actively managing marketing issues.
- Knowledge of the different stages of the sales process; sales planning, sales calls, sales methodology, negotiations.
- Skills in participating during planning and the implementation of sales.
- Skills in implementing sales procedures in complex business deals, having a comprehensive approach, guiding operations towards more profitable customers and business deals.
- Knowledge of how a sales company sells/markets itself as a company as well as its services/products.
- Knowledge of and skills in performing, communicating and behaving in a group.
- Knowledge of the marketing and sales profession through practical application.

4. PROFESSIONS AVAILABLE TO THE HOLDER OF THE FINAL GRADE

Salesperson in B2B, Account Manager, Project Manager, Field Salesperson, Sales Executive, Sales Manager, Marketing Executive, Marketing Manager

(*) Explanatory notes

The purpose of this document is to provide additional information to the mentioned degree and has no legal status in itself. It is based upon the Council's Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, on the Council's Resolution 96/C 224/04 of 15 July 1996 on transparency regarding vocational training certificates, and on the Recommendation of the European Parliament and the Council 2001/613/EG of 10 July 2001 on mobility within the EC for students, persons undergoing vocational training, volunteers, teachers and trainers.

More information on transparency can be obtained from: www.cedefop.eu.int/transparency

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5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution issuing the diploma	Name, status and address of the national authority issuing the entitlement to award a degree to education providers
	The authority for higher vocational training Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.yhmyndigheten.se
Diploma Level (national or international designation)	Grading Scale/Requirements for Pass
NQF/EQF: <i>the scale has not yet been determined</i> ISCED – scale: 4 B	Fail (Icke Godkänt - IG) Pass (Godkänt -G) Pass with Credit (Väl godkänt - VG)

6. OFFICIALLY RECOGNIZED WAYS OF OBTAINING A DIPLOMA

Description of vocational training received	Percentage of the entire course (%)	Duration (hours/weeks/months/years)
• School/Institution		weeks
• LIA - Learning in a work environment		weeks
Total education/course duration resulting in the certificate		weeks / year
<p>Additional Information</p> <p>A higher vocational education course may encompass 200 Yh credits which correspond to one year of full-time study, or 400 Yh credits which correspond to two years of full-time study. If the criteria in Chapter 2, Section 13 of the Ordinance (2009:130) on Higher Vocational Education is met a Higher Vocational Education Degree is awarded. If the criteria in Chapter 2, Section 14 of the Ordinance (2009:130) on Higher Vocational Education is met a Post-Secondary Higher Vocational Education & Training Degree is awarded.</p> <p>Additional information on higher vocational education courses and the national training and qualification system may be found on the National Agency for Higher Vocational Education web site: www.yhmyndigheten.se</p>		