



# APPENDIX TO DIPLOMA (\*)



## 1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkeshögskoleexamen

Säljare/marknadsförare med internationell inriktning

## 2. TRANSLATION OF DIPLOMA TITLE

Advanced Diploma in Higher Vocational Education

Sales and Marketing - international approach

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of sales and/or marketing assignments in both national and international contexts, and the skills to undertake them.
- The ability to understand the company organisation in relation to its business idea, company form, organisation, financial position and market.
- The ability to analyse market needs and plan marketing activities accordingly.
- The ability to plan, implement and follow up sales and marketing activities on a strategic level.
- The skills to draw up agreements and sign contracts.
- The ability to use the skills acquired to build relationships and develop cooperation.
- The skills to plan and lead projects.
- The ability to be an active and cooperative member of the project organisation.
- The skills to give oral and written presentations of ideas or products in Swedish and English.

## 4. PROFESSIONS AVAILABLE FOR HOLDERS OF THE DIPLOMA

Sales Representative B2B, Field Sales Representative, In-house Sales Coordinator, Project Manager, Sales and Marketing Support, Marketer, Marketing Assistant/Analyst/Coordinator, Account Manager, Key Account Manager

## 5. OFFICIAL STATUS OF THE DIPLOMA

<b>Name, status and address of the institution awarding the diploma</b>	<b>Name, status and address of the public authority issuing the entitlement to award a diploma to education providers</b>
	The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
<b>Diploma Level (national or international designation)</b>	<b>Grading Scale</b>
NQF/EQF: <i>scale not yet established</i> ISCED – scale:	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 (hours/weeks/months/years)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		<b>weeks/years</b>
<p><b>Further information</b></p> <p>A higher vocational programme may be of 200 vocational credits, equivalent to one full academic year, or 400 vocational credits, corresponding to two full academic years. If the criteria in Chapter 2, Section 13 of the Ordinance (2009:130) on higher vocational education are fulfilled, a Diploma in Higher Vocational Education is obtained. If the criteria in Chapter 2, Section 14 of the Ordinance (2009:130) on higher vocational education are fulfilled, an Advanced Diploma Higher Vocational Education is obtained.</p> <p>Entry requirement is successful completion of upper secondary education.</p> <p>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></p>		

**(\*) 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.

Further information on transparency and clarity may be obtained from: [www.cedefop.eu.int/transparency](http://www.cedefop.eu.int/transparency)

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