



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Kvalificerad Yrkeshögskoleexamen

Säljare/marknadsförare med internationell kompetens

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

- Skills in designing sales and marketing efforts at a strategic and tactical level as well as carrying out those activities.
- Skills in analysing and planning the needs of a market through monitoring the business world.
- Skills in independently seeking, analysing and presenting information on companies and industries.
- Skills in working in a project organisation.
- Knowledge in independently planning, implementing and evaluating a project.
- Knowledge of different stages of the sales process, such as planning, sales calls, negotiations and contracts.
- Knowledge of how digital and social media are used in sales and marketing.
- Skills in networking and finding new business.
- Skills in preparing and developing international business.
- Basic knowledge of intercultural communication.
- Knowledge of the conditions and success factors of entrepreneurship.
- Skills in performing, communicating and interacting in a group.
- Skills in creating written and oral presentations 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

Name, status and address of the institution awarding the diploma	Name, status and address of the public authority issuing the entitlement to award a diploma to education providers The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
Diploma Level (national or international designation) NQF/EQF: <i>scale not yet established</i> ISCED – scale:	Grading 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		weeks/years
<p>Further information</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: www.myh.se</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

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