



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Kvalificerad Yrkeshögskoleexamen

Säljare och marknadsförare B2B

2. TRANSLATION OF CERTIFICATE TITLE

Advanced Higher Vocational Education Diploma in

Sales and Marketing B2B

This translation has no legal status

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the laws that govern marketing and sales as well as knowledge of how to build long-term business relationships.
- Knowledge of business, sales work and the various factors involved, such as sales planning, sales calls, sales techniques and sales psychology.
- Knowledge of the entire marketing process from analysis, market research, how objectives and strategies are determined, to campaign planning and monitoring.
- Knowledge of how to create and develop new business opportunities.
- Skills to use computers for communication, customer databases, CRM, sales, production and the distribution of information materials.
- Competence to work as a salesperson and marketer in business to business activities.
- Competence to work in projects as a leader and committed to work towards recognised goals.
- Competence to be professional and create strong customer relations as well as a good working situation that allows a creative team within the company or organisation.
- Competence to make and establish a marketing and communications strategy.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Corporate Sales Agent, Sales Manager, Product Manager, Account Manager, Key Account Manager, Marketeer, Marketing Coordinator, Communications Officer and Marketing Manager

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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