



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

**Kvalificerad Yrkeshögskoleexamen**

**Sales & Marketing B2B**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Advanced Higher Vocational Education Diploma in**

**Sales & Marketing B2B**

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of sales processes and methods used in sales management.
- Knowledge of business English terms and modern written and spoken business correspondence in English.
- Knowledge of laws, agreements and regulations that influence business relationships and how they influence corporation types.
- Knowledge of basic financial terms and methods.
- Knowledge of practical tools, methods, aids and channels to conduct market analyses and market planning, digital marketing and to prepare, run and administrate projects.
- Knowledge of professional presentations.
- Skills to analyse, develop, implement and apply advanced marketing tasks.
- Skills to implement basic business communication.
- Skills to adapt to various business situations and be able to run business following a company's business plan.
- Skills to prepare, run and administer projects from start to finish.
- Skills to create a sales plan, conduct client visits and understand how the stages of the sales process are connected.
- Skills to adapt and propose solutions to legal issues and negotiate agreements with clients and create contracts that are legally sound.
- Skills to evaluate and create financial support for decisions by using calculations such as investment calculations and profitability calculations.
- Competence to analyse a company's existing range, conduct situational and competition analyses and propose and conduct alternative strategies and improvements.
- Competence to evaluate and create financial support for decisions by using calculations for profitability and investments.
- Competence to identify, analyse and solve marketing problems and conduct market analyses.

## 4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Corporate Sales, Project Manager, Key Account Manager, Head of Marketing, Product Manager, Category Manager and Marketing Assistant

## 5. OFFICIAL STATUS OF THE CERTIFICATE

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

### (\*) 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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