

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Strategisk kommunikation

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Strategic communication

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of current theories and models in market communication and communication strategies.
- Knowledge of communication concepts.
- Knowledge of planning, strategic and creative briefs, including concept and idea processes, roles and functions.
- Knowledge of the principles for communication platforms and communication plans.
- Knowledge of the definition of effect and communication targets.
- Knowledge of brand analysis, business strategies and idea marketing.
- Knowledge of customer segmentation, media terminology and sales prognoses.
- Knowledge of strategic project management.
- Knowledge of laws, ethics and sustainable communication.
- Knowledge of media strategies with digital focus.
- Knowledge of work at a marketing department.
- Knowledge of generating concepts and ideas, process management and sales.
- Knowledge of creating responsible advertising.
- Skills to work practically with brand-oriented communication and strategy work.
- Skills to use methods for brand strategy and analysis.
- Skills to structure pitch processes and argue for communication solutions.
- Skills to practically apply models and theories.
- Competence to think strategically to create market communication.
- Competence to practically create and apply brand analyses and business strategies in strategic and tactical market communication.
- Competence to convince buyers and creators about choices of strategic and tactical steps in market communication.
- Competence to drive creative processes.
- Competence to assume responsibility for ethical and legal frameworks applicable to advertising.
- Competence to practically conduct trend and business intelligence analyses, creative briefs and communication strategies.
- Competence to implement media planning in digital interfaces.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Marketing communicator, Marketer, Market assistant, Planner, Business intelligence/market analyst, Strategic project 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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