



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Visual Merchandise

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Visual Merchandiser

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of their own circumstances (strengths and weaknesses).
- Knowledge of leadership, communication and conflict management.
- Knowledge of project management.
- Knowledge of the sales process, customer psychology and target group analysis.
- Knowledge of trend and market analysis, basic marketing (from a sales perspective).
- Knowledge of brand profiling and implementation of concepts.
- Knowledge of shop communication.
- Skills in leading, communicating with and inspiring others.
- Skills in working independently and in teams.
- Skills in planning and organising their work from a shop economy perspective.
- Skills in analysing trends, buying behaviour and the outside world and translating this into practical reality.
- Skills in visualising and communicating the current product range in a result-efficient way, from a sales perspective.
- Skills in conducting product displays in different sales channels in an aesthetic and promotional way.
- Skills in strengthening concept and brand expressions in a profiling way
- Competence to lead the work for the professional role to promote the sales/shop team and the company's development.
- Competence to create a selling retail environment using visual communication based on customer analysis, key figures, external analysis, trends, current concepts and brands.
- Competence to plan and be responsible for product displays, campaigns, layout, logistics and e-commerce promotion.
- Competence to methodically handle stressful and unexpected situations.
- Competence to run projects independently.
- Competence to communicate in a goal and sales-oriented manner with English technical terms and terminology with both customers and colleagues.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Visual Merchandiser e-commerce, Visual Merchandiser in shop, Visual Merchandiser event/PR, Shop Window Designer/Stylist, Self-employed in visual merchandising and Visual Merchandiser with sales skills

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 note

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information available at: <http://europass.cedefop.europa.eu>

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