



APPENDIX TO DIPLOMA (*)



Sweden

1. TITLE OF DIPLOMA

Kvalificerad yrkeshögskoleexamen

Visual Merchandiser för fysisk och digital butik

SUN-kod: 342z

Samhällsvetenskap, juridik, handel, administration – Företagsekonomi, handel, administration –
Marknadsföring - Marknadsföring

2. TRANSLATION OF DIPLOMA TITLE

Higher Vocational Education Degree

Visual Merchandiser for physical and digital store

SUN-code: 342z

Business economics, trade, administration - Marketing - Marketing

This translation has no legal status.

3. SKILLS & KNOWLEDGE PROFILE

The holder of this document has

- Skills in working with communication in the store by creating product displays, window displays, promotions and concepts.
- Skills in creating a modern, attractive and inspiring shopping environment and viewing the store as a sales channel
- Skills in planning and implementing decoration, product exposure, customer tours and promotions in the digital environment.
- Skills in planning, implementing and evaluating activities for increased sales.
- Knowledge of how colour, design and lighting affect the customer's desire to buy.
- Knowledge of financial concepts and financial reports.
- Skills in working with monitoring of implemented promotions.
- Skills in creating digital room which can be transferred to a physical environment by working with relevant layout software.
- Knowledge of the basics in marketing, concept design and how brands are managed.
- Skills in identifying trends and how these are employed within the sector.

4. PROFESSIONS AVAILABLE TO THE HOLDER OF THE DIPLOMA

Visual Merchandiser, Retail Communications Officer, Exhibition Communications Officer

(*) Explanatory notes

The purpose of this document is to provide additional information to the mentioned degree and has no legal status in itself. It is based on the Council's Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, on the Council's Resolution 96/C 224/04 of 15 July 1996 on transparency regarding vocational training certificates, and on the Recommendation of the European Parliament and the Council 2001/613/EC of 10 July 2001 on mobility within the EC for students, persons undergoing vocational training, volunteers, teachers and trainers.

More information on transparency can be obtained from: www.cedefop.eu.int/transparency

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5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution awarding the diploma	Name, status and address of the national authority issuing the entitlement to award a degree to education providers The authority for higher vocational training Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.yhmyndigheten.se
Diploma Level (national or international designation) NQF/EQF: <i>the scale has not yet been determined</i> ISCED – scale: 5 B	Grading Scale/Requirements for Pass Fail (Icke Godkänt - IG) Pass (Godkänt -G) Pass with Merit (Väl godkänt - VG)

6. OFFICIALLY RECOGNIZED WAYS OF OBTAINING A DIPLOMA

Description of vocational training received	Percentage of the course (%)	Duration (hours/weeks/months/years)
• School/Institution		weeks
• LIA - Learning in a work environment		weeks
Total education/course duration resulting in the certificate		weeks / year
Additional Information A higher vocational education course may encompass 200 Higher Vocational Education (Yh) credits which correspond to one year of full-time study, or 400 Yh credits which correspond to two years of full-time study. If the criteria in Chapter 2, Section 13 of the National Agency for Higher Vocational Education (YH) Ordinance (2009:130) is met a Higher Vocational Education Degree is awarded. If the criteria in Chapter 2, Section 14 of the National Agency for Higher Vocational Education (YH) Ordinance (2009:130) is met a Higher Vocational Education Degree is awarded. Additional information on higher vocational education courses and the national training and qualification system may be found at the website of the National Agency for Higher Vocational Education: www.yhmyndigheten.se		