

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Webbanalytiker- Digital Marketing Specialist

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Web Analyst - Digital Marketing Specialist

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of appropriate digital marketing channels.
- Knowledge of multi-channel behaviour, and skills in conducting multi-channel tracking.
- Knowledge of mobile devices and channels.
- Knowledge of tools and techniques to track and segment visitor behaviour and traffic flows, and skills in the use of these.
- Knowledge of relevant targets, business ratios and KPIs.
- Knowledge of conversion and conversion optimisation, and mastery of tools for conversion optimisation, tag management, etc.
- Knowledge of web technologies and technical knowledge, such as (for example) HTML, CMS, IP, cookies, etc.
- Knowledge of techniques for measuring the effects of marketing in both online and offline channels.
- Knowledge of statistics and statistical concepts.
- Knowledge of reporting and evaluation – summarising, assessment and presentation of results and statistics.
- Skills in evaluating safety and the margin of error in test results.
- Skills in industry tools within web analytics from, e.g., Google and Adobe.
- Skills in the performance of A/B-tests and multivariate tests of websites and landing pages.
- Skills in the analysis of statistics from traffic-promoting measures and conversion processes, and the practical application of measurement concepts and terminology.
- Skills in the application of significance testing and statistics within web analytics.
- Skills in managing marketing and analysis of companies/organisations based upon a data-driven perspective.
- Skills in the segmenting of traffic flows and visitor behaviour for both individual channels and for multi-channel behaviour.
- Competence to perform analysis and optimisation in a number of relevant digital marketing channels, and work with web analytics from both a client and production perspective.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Marketing Specialist, Web Analyst, Conversion Specialist, Digital Traffic Optimiser, Campaign Analyst, Marketing with a focus on digital channels.

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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