



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

**Yrkeshögskoleexamen**

**Digital Strateg**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Higher Vocational Education Diploma**

**Digital Strategist**

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of the emergence of the digital media and service communication landscape.
- Knowledge of communication terms and tools for creating text, images and audio in digital media.
- Knowledge of methods and tools for market analysis and market planning.
- Knowledge of project models for development, transfer, implementation and assessment of digital strategies.
- Knowledge of the basics of business finance and of professional conduct and communication.
- Competence to participate in the creation and development of a digital strategy.
- Competence in conducting research and competitive analysis relating to digital strategies.
- Competence in creating and maintaining long-term commercial relationships.
- Skills in conducting basic market analysis and assessment of economic market potential.
- Skills in selecting and using a suitable project model to reach set objectives.
- Skills in handling communication with and between clients and co-workers in a project.
- Skills in presenting ideas, concepts and solutions to customers.
- Skills in planning and conducting transfers to clients.
- Skills in implementing digital strategies with clients.
- Skills in conducting assessments and follow-ups.

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

Digital Strategist (Digital Marketer), PR Consultant in Digital Media, Digital Planner.

## 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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