

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 growth of the digital landscape and how paradigm shifts influence digital behaviour.
- Knowledge of the major digital channels, services and tools.
- Knowledge of project work and methods.
- Knowledge of methods for strategic work with digital media.
- Knowledge of how to map customer behaviour on digital media.
- Knowledge of activities behind building a brand.
- Skills to plan and implement a strategic project following specifications.
- Skills to pitch solutions to customers/potential customers.
- Skills to conduct situational and competition analyses for a target group for use with digital change or development necessary/required for a company.
- Skills to plan digital activities and campaigns.
- Skills to monitor digital activities and campaigns and write a report of the results.
- Skills to map user behaviour in digital environments with help from tools and methods and creating a persona.
- Competence to analyse a company or organisation's digital strategy needs.
- Competence to develop and implement digital strategies for companies or organisations.
- Competence to work with strategic digital communication matters within a company or organisation.
- Competence to act as consultant before the creation of a digital strategy for a customer/commissioner.
- Competence to understand, analyse and create innovative solutions to digital challenges faced by a company or organisation.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Strategist, Online Strategist, Consultant/Self-employed Digital Media/Channels/Digital Strategy Specialist and Digital Planner

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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