



## 1. Title of the certificate – Yrkeshögskoleexamen <sup>1</sup>

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Digital marknadsstrateg

## 2. Translated title of the certificate – Higher Vocational Education Diploma <sup>2</sup>

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Digital Market Strategist

## 3. Knowledge, skills and competence profile

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The holder of the certificate has:

- Knowledge of the emergence of the digital landscape and the impact of paradigm shifts on digital behaviour.
- Knowledge of the largest digital channels, services and tools.
- Knowledge of communication with text, images, moving images and sound in digital media.
- Knowledge of project work and methods.
- Knowledge of methods for strategic work in digital media.
- Knowledge of methods for strategic evaluation in digital media and channels.
- Knowledge of mapping customer behaviour in digital media.
- Skills in planning and implementing a strategic project based on a requirements specification.
- Skills in putting forward solution proposals in a pitch to customers/prospective customers in Swedish and English.
- Skills in developing strategies for communicating brands and campaigns in text, images and speech.
- Skills in performing analyses of target audiences, the market and competition to provide a basis for digital changes or developments that a company wishes or needs to do.
- Skills in planning digital activities and campaigns.
- Skills in following up digital activities and campaigns and writing a report on the results.
- Skills in mapping people's behaviour in a digital environment with the aid of tools and methods, and from this being able to create personas.
- Competence to analyse a company's or organisation's digital strategy needs.
- Competence to be involved in the delivery of a digital marketing strategy based on a brief.
- Competence to work with strategic digital and communication issues within a company or organisation.
- Competence to have a consultative approach to the development of a digital strategy with the customer/client.
- Competence to work to achieve long-term relationships with customers.
- Competence to independently set goals and key figures for projects based on needs of the business.
- Competence to understand, analyse and develop innovative solutions to the challenges that a company or organisation can have in terms of its digital presence.

## 4. Range of occupations accessible to the holder of the certificate <sup>3</sup>

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Digital Market Strategist, Web Strategist, Digital Analyst, Digital Planner and Digital Specialist

<sup>1</sup> In the original language. | <sup>2</sup> If applicable. This translation has no legal status. | <sup>3</sup> If applicable.

## 1. Official basis of the certificate

Name and address of the awarding institution	Authority providing accreditation / recognition of the certificate
	The Swedish National Agency for Higher Vocational Education Box 145 721 05 Västerås, Sweden <a href="http://www.myh.se">www.myh.se</a>
Level of the certificate (national or European) <sup>1</sup>	Grading scale / Pass requirements
Level 5 in the National Qualifications Framework (SeQF) Level 5 in the European Qualifications Framework (EQF)	Fail (icke godkänt – IG) Pass (Godkänt – G) Pass with distinction (Väl godkänt – VG)
Access to next level of education / training <sup>1</sup>	International agreements on recognition of qualifications <sup>1</sup>
	The Higher Vocational Education Diploma requires a minimum of a Pass (Godkänt) in all courses.

### Legal basis

A Higher Vocational Education Diploma is awarded if the study programme comprises a minimum of 200 Higher Vocational Education credits (HVE credits). Five HVE credits correspond to one week of full-time studies.

## 2. Officially recognised ways of acquiring the certificate

Description of vocational education and training	Percentage of total programme (%)	Duration (/weeks)
College/education centre	%	weeks
Placement – learning in a work environment	%	weeks
Total duration of the education / training leading to the certificate		weeks

## 3. Additional information

### Entry requirements <sup>1</sup>

Entry requirement is successful completion of upper secondary education.

### More information (including a description of the national qualifications system)

For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: [www.myh.se](http://www.myh.se)

### National Europass Centre

[www.myh.se](http://www.myh.se)

<sup>1</sup> If applicable.