



APPENDIX TO DIPLOMA (*)



1. EXAMENSBEVISETS BENÄMNING

Yrkeshögskoleexamen

Digitalstrateg

2. TRANSLATION OF DIPLOMA TITLE

Diploma in Higher Vocational Education

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 conducting creative workshops.
- 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 HOLDERS OF THE DIPLOMA

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

5. OFFICIAL STATUS OF THE DIPLOMA

Name, status and address of the institution awarding the diploma	Name, status and address of the public authority issuing the entitlement to award a diploma to education providers The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
Diploma Level (national or international designation) NQF/EQF: <i>scale not yet established</i> ISCED – scale:	Grading Scale 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 (hours/weeks/months/years)
• College/education centre		weeks
• Placement – Learning in a work environment		weeks
Total teaching/study duration resulting in diploma		weeks/years
<p>Further information</p> <p>A higher vocational programme may be of 200 vocational credits, equivalent to one full academic year, or 400 vocational credits, corresponding to two full academic years. If the criteria in Chapter 2, Section 13 of the Ordinance (2009:130) on higher vocational education are fulfilled, a Diploma in Higher Vocational Education is obtained. If the criteria in Chapter 2, Section 14 of the Ordinance (2009:130) on higher vocational education are fulfilled, an Advanced Diploma Higher Vocational Education is obtained.</p> <p>Entry requirement is successful completion of upper secondary education.</p> <p>For more information on higher vocational education, please visit the website of the Swedish National Agency for Higher Vocational Education: www.myh.se</p>		

(*) 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.

Further information on transparency and clarity may be obtained from: www.cedefop.eu.int/transparency

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