



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Marknadskommunikatör inom sociala medier

## 2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Marketing Communicator within social media

This translation has no legal status.

## 3. SKILLS AND KNOWLEDGE PROFILE

### The holder of this document has

- Knowledge of the business benefits for digital solutions within HR, PR, marketing, communication and sales.
- Knowledge of current digital developments.
- Knowledge of various digital tools, for example CMS, CRM, social media SEO/SEM.
- Knowledge of business economics and business expertise.
- Knowledge of legislation and copyright laws for the Internet and social media.
- Skill in creating decision basis, regarding social media within other units of an organisation.
- Skills in communicating via text, image and sound via social media.
- Skills in creating concepts increasing awareness, involvement and building loyalty.
- Skills in creating digital strategies using the Internet and social media for businesses.
- Skills in fulfilling a structured project in addition to delivering reports and results.
- Skills in value monitoring, trend watching and analysis within the fields of social media and the Internet.
- Skills in creating and implementing a social media policy within a business.
- Competence for long term and strategic working with social media within an organisation.
- Competence for accepting a position as responsible for all aspects of social media at a moderate sized organisation.
- Competence for working with and being responsible for social media in the preparation and implementation of a marketing and communication plan.
- Competence to independently work as a marketing communicator, both in-house and on a consultancy basis.

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

Social Media Responsibility, Community Manager, Web Editor, Social Media Editor, Social Media Communicator, Marketing Communicator

## 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<br>Box 145, 721 05 Västerås<br>Sweden<br><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)<br>Pass (Godkänt - G)<br>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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