



# APPENDIX TO DIPLOMA (\*)



## 1. EXAMENSBEVISETS BENÄMNING

Yrkeshögskoleexamen

Marknadskommunikatör inom Sociala Medier

## 2. TRANSLATION OF DIPLOMA TITLE

Diploma in Higher Vocational Education

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 HOLDERS OF THE DIPLOMA

Social media responsibility, Community Manager, Web editor, Social media editor, Social media communicator, Marketing communicator

## 5. OFFICIAL STATUS OF THE DIPLOMA

<b>Name, status and address of the institution awarding the diploma</b>	<b>Name, status and address of the public authority issuing the entitlement to award a diploma to education providers</b>
	The Swedish National Agency for Higher Vocational Education Postal Address: Box 145, S-721 05 Västerås www.myh.se
<b>Diploma Level (national or international designation)</b>	<b>Grading Scale</b>
NQF/EQF: <i>scale not yet established</i> ISCED – 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		<b>weeks/years</b>
<p><b>Further information</b></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: <a href="http://www.myh.se">www.myh.se</a></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](http://www.cedefop.eu.int/transparency)

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