



# 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 PR, marketing, communication and sales.
- Knowledge of current digital developments.
- Knowledge of various digital tools, for example Facebook, Twitter, Instagram, Snapchat, LinkedIn, Wordpress.
- Knowledge of business economics and business expertise within social media development.
- Knowledge of legislation for the Internet and social media usage.
  
- Skills in creating decisions regarding social media development.
- Skills in communicating due text, image and video in social media.
- Skills in creating concepts, creating awareness, involvement and building loyalty within target groups.
- Skills in creating digital strategies regarding social media.
- Skills in fulfilling a structured project in addition to delivering reports and results.
- Skills in value monitoring, trend watching and analysis.
- Skills in creating and implementing a social media policy.
- Skills in social media marketing.
  
- Competence to work with and be responsible for social media.
- 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 responsible, Social Media Manager, 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 Box 145, 721 05 Västerås Sweden <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) 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		<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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