



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkehögskoleexamen

Marknadskommunikatör sociala medier

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Marketing Communicator Social Media

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of the business benefit of market communication, marketing, PR and sales via social media.
- Knowledge of how behaviours can be influenced by social media both in the short and long term.
- Knowledge of analysis and data from websites and social media.
- Knowledge of digital campaigns and their planning, creation, optimisation and follow-up.
- Knowledge of various social media communication forms regarding text, image and video.
- Knowledge of legal matters and copyright laws relevant for websites and social media.
- Knowledge of project methods and agile projects on social media.
- Knowledge of crisis management for internal and external social media crises.
- Skills to export statistics from digital channels and write reports about social media presence.
- Skills to plan, create and upload digital campaigns aimed at social media.
- Skills to plan and create text and image advertisements for use on social media.
- Skills to formulate a marketing strategy for social media communication.
- Skills in visual, spoken and written communication on social media in both English and Swedish.
- Skills to conduct appropriate marketing communication via social media on behalf of a company.
- Skills to use tools and calculate financial gains from social media advertisements and campaigns.
- Competence to oversee social media marketing communication for a company and show understanding of how social media can be used to strengthen a message.
- Competence to contribute specialist social media communication skills to workgroups and companies.
- Competence to evaluate and analyse a company's social media presence and digital marketing communication.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Marketing Communicator – social media, Social Media Manager and Community Manager

5. OFFICIAL STATUS OF THE CERTIFICATE

Name and address of the awarding institution	Name and address of the public authority issuing awarding entitlement to education providers
	The Swedish National Agency for Higher Vocational Education Box 145, 721 05 Västerås Sweden www.myh.se
Diploma level (national or international designation)	Grading scale
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		weeks
Further information		
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: www.myh.se		

(*) 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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