



CERTIFICATE SUPPLEMENT (*)



SWEDEN

1. CERTIFICATE TITLE

Yrkeshögskoleexamen

Operativ digital kommunikatör

2. TRANSLATION OF CERTIFICATE TITLE

Higher Vocational Education Diploma

Operational digital communicator

This translation has no legal status.

3. SKILLS AND KNOWLEDGE PROFILE

The holder of this document has

- Knowledge of working with digital media, social media and internet applications and the usage of digital media influences on sales and business values.
- Knowledge of tools and methods for monitoring business activities, measurement and analysis of digital communication efforts.
- Knowledge of the interaction of images and text.
- Knowledge of social media tools and CMS tools.
- Knowledge of measuring commerce, involvement, outreach and effects in digital channels.
- Knowledge of the dominant channels within digital media.
- Skills in following up, evaluate and visualize analysis and reporting.
- Skills in law within digital marketing.
- Skills in managing and pursue marketing campaigns.
- Skills in interview techniques, e.g. for podcasts.
- Skills in interaction of images and text.
- Skills in pursuing project work within digital marketing.
- Skills in structure working within social media and internet applications.
- Competence to combine digital media, communication and marketing agendas.
- Competence to edit social media content.
- Competence to create usability, interaction design and information architecture.
- Competence to formulate aims and measurable goals within communication.
- Competence to take responsibility for digital marketing at an enterprise or NGO.
- Competence to develop a business marketing communication plan and branding.
- Competence to contribute to generate strategies for social media and internet applications within the development of marketing and communication plans.
- Competence to create channel strategies and independently choose in combine of digital and analogue channels.

4. PROFESSIONS AVAILABLE FOR THE HOLDER OF THE CERTIFICATE

Digital Communicator, Digital Marketing Manager, Digital Marketing Assistant, Social Media 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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