



# CERTIFICATE SUPPLEMENT (\*)



SWEDEN

## 1. CERTIFICATE TITLE

**Kvalificerad Yrkeshögskoleexamen**

**Webbkommunikatör**

## 2. TRANSLATION OF CERTIFICATE TITLE

**Advanced Higher Vocational Education Diploma in**

**Web Communications Officer**

This translation has no legal status

## 3. SKILLS AND KNOWLEDGE PROFILE

### **The holder of this document has**

- Skills in putting communication and marketing theories and models into practice.
- Skills in communicating and publishing via digital channels and social media.
- Skills in the professional procurement of web content.
- Competence to work strategically with a company's website, blog and social media in order to convey the message of the company.
- Skills in conducting business intelligence and in following trends and movements.
- Competence to have overall responsibility for a company's presence in digital channels.
- Competence to be responsible for publishing texts which create a dialogue with a company or organisation's target groups.
- Skills in creating and editing texts and in combining them with images, digital video and audio.
- Skills in engaging with people in dialogue through social media and in supporting user-generated content (Web 2.0).
- Skills in completing an individual project for a fictitious or real client.

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

Communications Officer, Information Officer, Web Communications Officer

## 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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