



1. TITLE OF THE CERTIFICATE (NL)

Diploma Beroepsonderwijs
Kwalificatie: Medewerker marketing en communicatie
Kwalificatiedossier: Marketing, communicatie en evenementen

In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

Certificate Senior Secondary Vocational Education
Qualification: Marketing and communications officer
Qualification file: Marketing, communicatie en evenementen

This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

Core task 1: Assists in setting up operational plans for carrying out marketing and communication policy

- 1.1 Searches for information and analyses this for the benefit of an operational plan
- 1.2 Makes proposals for an operational plan
- 1.3 Refines an operational plan
- 1.4 Comments on and actualises operational plans

Core task 2: Manages online & offline marketing and communication activities

- 2.1 Maps out marketing and communication issues
- 2.2 Devises solutions for marketing and communication issues
- 2.3 Drafts a project plan for the solution of marketing and communication issues
- 2.4 Carries out a project plan for the solution of marketing and communication issues
- 2.5 Evaluates a project plan for marketing and communication issues
- 2.6 Develops and manages information, promotion and PR-material
- 2.7 Updates the information on the internet and intranet and maintains the website

Core task 3: Assists in market research

- 3.1 Follows developments in the market
- 3.2 Analyses the identified trends and records these in management information
- 3.3 Prepares market research
- 3.4 Carries out market research

Core task 4: Assists in providing corporate information

- 4.1 Edits supplied texts
- 4.2 Provides information about the organisation to third parties

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

A Marketing and communications officer can work in a large variety of sectors such as profit, non-profit, government and event, music & entertainment, because there is a great variety of organisations which are involved in marketing, communication, public relations, information or tasks in this professional area for other organisations. The Marketing and communications officer can work at an consultancy firm aimed at matters on marketing and communications, at a museum, media production organisation, theatre etc.

*** Explanatory note**

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information is available at: <http://www.europass.cedefop.europa.eu/>

© European Communities 2002

5. OFFICIAL BASIS OF THE CERTIFICATE

<p>Name and status of the body awarding the certificate The certificate issued on completion of the programme is signed by the examination board at the school where the pupil attended the programme.</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate Ministry of Education, Culture and Science</p>																				
<p>Level of the certificate (national or international) Qualification level 4 of the Dutch VET qualification structure Characteristics: non-job related skills such as tactical and strategic capacities. The professional bears his or her own responsibility, which is not only related to practical implementation in terms of monitoring and supervision, but also a more formal, organisational responsibility. The range of tasks also includes drafting new procedures. NLQF-niveau 4 - EQF level 4 - ISCED 3A</p>	<p>Grading scale / Pass requirements</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 10px;">10</td><td>excellent</td></tr> <tr><td>9</td><td>very good</td></tr> <tr><td>8</td><td>good</td></tr> <tr><td>7</td><td>very satisfactory</td></tr> <tr><td>6</td><td>pass</td></tr> <tr><td>5</td><td>fail</td></tr> <tr><td>4</td><td>unsatisfactory</td></tr> <tr><td>3</td><td>very unsatisfactory</td></tr> <tr><td>2</td><td>poor</td></tr> <tr><td>1</td><td>very poor</td></tr> </table>	10	excellent	9	very good	8	good	7	very satisfactory	6	pass	5	fail	4	unsatisfactory	3	very unsatisfactory	2	poor	1	very poor
10	excellent																				
9	very good																				
8	good																				
7	very satisfactory																				
6	pass																				
5	fail																				
4	unsatisfactory																				
3	very unsatisfactory																				
2	poor																				
1	very poor																				
<p>Access to next level of education/professions A Marketing and communications officer can develop through higher professional education, the following of which are suitable options: Commercial economy, Commercial management, Communication, International business & languages and Media & entertainment management. Associate degrees such as Assistant marketer, Marketing management, Crossmedia communication, Communication (event) management and Leisure management are also appropriate options.</p>	<p>International agreements Marketing and communications officer is not a regulated profession in the Netherlands. However, the education and training for this profession on qualification level 4 is regulated under the European directive 2005/36/EC, amended by directive 2013/55/EU. The regulated education and training gives access to regulated professions at the level of a diploma according to article 11 of this directive.</p>																				
<p>Legal basis Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 25148 The education and training for this qualification is offered as of 01-08-2015.</p>																					

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<p>Senior secondary vocational education features two learning pathways: the school-based pathway (bol) and the training on the job pathway (bbl). In the school-based pathway, the majority of the course consists of theory at school. The extent of the practical component (vocational practice) is between 20% and 60%. In the training on the job pathway, the extent of vocational practice is at least 60% of the course. The participant works four days a week in a training company, and attends school for theory subjects just one day a week. In principle it is possible to follow both learning pathways, but which pathway is offered will depend on the individual educational institution.</p>	
<p>Average duration of the education/ training leading to the certificate</p>	<p>3 years (4800 study hours) (depending on previous education)</p>
<p>Entry requirements The certificate preparatory vocational secondary education (vmbo) advanced vocational programme, combined programme, or theoretical programme, or a comparable level.</p>	

7. ADDITIONAL INFORMATION

<p>Dutch senior secondary VET is based on qualification files, that each contain one or more qualifications. The information included in part 3 and 4 is derived directly from the qualification file determined by the Minister of Education, Culture and Science. The complete qualification file can be found at kwalificaties.s-bb.nl, only in Dutch.</p> <p>Optional subjects are linked to the qualification. The optional subjects have a total size of 15% of the course duration. The optional subjects completed by the student are listed on the certificate.</p>

7. ADDITIONAL INFORMATION

Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP): www.s-bb.nl. The NRP is the information centre for vocational qualifications in the Netherlands. SBB has been appointed in this capacity by the Ministry of Education, Culture and Science.