



1. TITLE OF THE CERTIFICATE (NL)

Diploma Beroepsonderwijs
Kwalificatie: Marketing medewerker
Kwalificatiedossier: Medewerker marketing en communicatie

In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

Certificate Senior Secondary Vocational Education
Qualification: Marketing officer
Qualification file: Marketing and communications officer

This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

The most important duties of a Marketing officer are:

Core task 1: Assists with the draw-up of policy and tools plans for the strategic policy

- 1.1 Searches information for a policy or tools plan
- 1.2 Analyses information for a policy or tools plan
- 1.3 Makes proposals for a policy or tools plan
- 1.4 Elaborates (part of) a policy or tools plan
- 1.5 Comments on (part of) a policy or tools plan

Core task 2: Assists with the set-up and realization of market and marketing research

- 2.1 Follows developments on the market
- 2.2 Analyzes the observed developments
- 2.3 Processes the analysis into management information
- 2.4 Sets up initiatives for market research
- 2.5 Sets up marketing research
- 2.6 Conducts marketing research

Core task 3: Sets up marketing and or communications activities and realizes them

- 3.1 Describes a marketing and/or communications issue
- 3.2 Thinks up a solution
- 3.3 Draws up a project plan
- 3.4 Implements a project plan
- 3.5 Evaluates the project plan and the achieved result
- 3.6 Develops and manages information, promotion and or pr materials

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

The Marketing officer mainly works in the marketing department of a variety of organizations and sectors. Depending on the organization, the marketing officer works is also engaged in sales and/or communications. The marketing officer works on the development of marketing and service policy (customer relations management) and realizes the resulting activities, e.g. marketing actions.

* 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 - Version 2010

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 level 4 - EQF level 4 - ISCED 3A</p>	<p>Grading scale / Pass requirements</p> <table> <tr><td>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 Completion of this programme gives access to higher vocational education (hbo).</p> <p>The profession of Marketing officer can be a step towards to specialisms within het field of marketing, such as marketing assistant, marketer, direct marketing officer and junior product manager. On the other hand this profession offers opportunities to transfer to sales positions, whether or not in the field.</p> <p>Many graduates of the marketing and communications officer programme continue their studies. hbo programmes that are related to this qualification file with regard to content are Commercial economics and Communications.</p>	<p>International agreements The profession of Marketing officer is not regulated 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): 90532 The education and training for this qualification is offered as of August 1, 2008.</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).</p> <p>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.</p> <p>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>4 year(s) (6400 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 in section 3 and 4 is drawn directly from the qualification file, that is composed by the Centre of Expertise. The complete qualification file is available at www.kwalificatiesmbo.nl, only in Dutch.</p> <p>Additional information, including a description of the Dutch national qualifications system, is available at the</p>

7. ADDITIONAL INFORMATION

Netherlands National Reference Point (NRP) for VET: www.nlntp.nl

SBB has been appointed by the Ministry of Education, Culture and Science as NRP.