



## 1. TITLE OF THE CERTIFICATE (NL)

**Diploma Beroepsonderwijs**  
**Kwalificatie: Mediaproductie management**  
**Kwalificatiedossier: Mediamanagement**

In the original language

## 2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Certificate Senior Secondary Vocational Education**  
**Qualification: Media production manager**  
**Qualification file: Media management**

This translation has no legal status

## 3. PROFILE OF SKILLS AND COMPETENCES

The most important duties of a Media production manager are:

Core task 1: Improves the turnover of media publications and/or product groups

- 1.1 Promotes the business
- 1.2 Analyses the wishes and needs of clients and/or the media market
- 1.3 Formulates a suitable advice for media products
- 1.4 Negotiates about prices and conditions and forms agreements

Core task 2: Manages media projects and/or production

- 2.1 Formulates a plan of approach (project plan)
- 2.2 Plans the media production
- 2.3 Organises the collaboration with third parties and matters of liability concerning the production
- 2.4 Manages the finances within the project
- 2.5 Manages the available time, means and flow of information
- 2.6 Maintains the quality of media products
- 2.7 Is responsible for maintaining conditions for safety, working conditions and the environment
- 2.8 Manages internal and external colleagues

Core task 3: Manages the content

- 3.1 Is responsible for (medium neutral) storage of content

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

The Media production manager often works for companies such as communication companies, advertising agencies, specialized design studios, web design companies, multimedia companies, audiovisual companies, publishers and printers.

## 5. OFFICIAL BASIS OF THE CERTIFICATE

**\* 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/>

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#### 5. OFFICIAL BASIS OF THE CERTIFICATE

<p><b>Name and status of the body awarding the certificate</b> 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><b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Ministry of Education, Culture and Science</p>																				
<p><b>Level of the certificate (national or international)</b> 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><b>Grading scale / Pass requirements</b></p> <table style="border: none;"> <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
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<p><b>Access to next level of education/professions</b> Several higher vocational education institutes offer a management programme in the field of media, which matches media management well. Examples are programmes such as Media &amp; entertainment Management or Graphical management.</p>	<p><b>International agreements</b> The profession of Media production manager 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><b>Legal basis</b> Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 90603 The education and training for this qualification is offered as of August 1, 2009.</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><b>Average duration of the education/ training leading to the certificate</b></p>	<p><b>4 year(s) (6400 study hours) (depending on previous education)</b></p>
<p><b>Entry requirements</b> 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 <a href="http://www.kwalificatiesmbo.nl">www.kwalificatiesmbo.nl</a>, only in Dutch.</p> <p>Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP) for VET: <a href="http://www.nlnrp.nl">www.nlnrp.nl</a></p> <p>SBB has been appointed by the Ministry of Education, Culture and Science as NRP.</p>
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