



# Diploma supplement

## 1. Information identifying the holder of the qualification

1.1 Family name(s)

1.2 First name(s)

1.3 Date of birth

1.4 Student number

## 2. Information identifying the qualification

2.1 Name of qualification and awarded title

**Advanced Federal Diploma of Higher Education in Marketing Management**

Dipl. Marketingmanagerin / Marketingmanager HF – Marketing manager diplômée / diplômé ES – Marketing manager diplomata/-o SSS

2.2 Main field(s) of study for the qualification

Marketing Management

2.3 Name of awarding institution

2.4 Name of institution administering qualification

2.5 Language(s) of instruction/examination

Mainly in German. Business English is part of the programme.

## 3. Information on the level of the qualification

3.1 Level of qualification

<b>National Qualifications Framework for Vocational and Professional Qualifications:</b>	<b>Level 6</b>
<b>European Qualifications Framework:</b>	<b>Level 6</b>
<b>Tertiary-level qualification (professional education)</b>	
(see point 8: Information on the national education system)	

3.2 Length of programme

3,600 learning hours, six semesters



This diploma supplement is based on Article 4 paragraph 2 of the Ordinance of 27 August 2014 on the National Qualifications Framework for Vocational and Professional Qualifications (NQF-VPQ-O, SR 412.105.1). This diploma supplement follows the model developed by the European Commission, Council of Europe and UNESCO/CEPES (Decision No. 2241/2004/EC). The purpose of the diploma supplement is to provide sufficient data to improve the international transparency and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It describes the nature, level, context,

content and type of training and education pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. The diploma supplement is free of value judgements, equivalence statements or recommendations on recognition.

### 3.3 Access requirements

- Federal VET Diploma in Commerce or Retail Specialist or
- A diploma from a federally recognised commercial school or
- Baccalaureate with a specialism in economics and at least two years of work experience in a marketing field

Or:

- Federal VET Diploma in another field (at least three years of training) and three years of work experience in a marketing field as well as proof of the requisite knowledge, skills and know-how in the field of commerce as attested during the admission procedure.

## 4. Information on the contents and results gained

### 4.1 Mode of study

Structured studies

### 4.2 Qualification requirements

Holders of this qualification carry out technical and managerial tasks as mid-level managers in the marketing divisions of SMEs or large-sized companies.

As generalists in the the field of marketing, they are responsible for operative marketing, contributing both analytical and conceptual skills. They handle challenging work-related situations from a business process standpoint. When interacting and dealing with internal and external partners, they use both their mother tongue and a foreign language.

They manage projects and help project participants to reach company and marketing objectives. Here they apply their problem-solving, conflict resolution and decision-making skills with confidence. They demonstrate a strong willingness and ability to learn, hold their own in a dynamic environment and flexibly handle new requirements.

### 4.3 Qualification details

Holders of this qualification pursue marketing objectives with a clear understanding of the strategy that the company has adopted. They help to optimise the quality of services provided by the company to customers. They plan and implement marketing activities for selected target markets and then verify whether these activities have had the desired impact and have furthered the established objectives. They use accounting and finance tools for this purpose.

They make sure that market-related expectations for product and service development are met. At the same time, they make sure to check innovations that may potentially affect their marketability. When selecting marketing activities, they take financial aspects, infrastructure and available human resources into account. They focus on potential customer groups until sales are achieved.

With external partners, they communicate in a manner that is both open and conducive to objectives. In doing so, they help to improve the reputation of the company. In their area of activity, they implement HR management policies by striking the right balance between economic and social objectives. In addition, they take responsibility for the targeted use of computer hardware and software in their area of responsibility.

#### 4.4 Grading scheme, grade distribution guidance

6 = very good; 5 = good; 4 = satisfactory; 3 = unsatisfactory; 2 = poor; 1 = unusable  
Minimum passing grade: 4.

#### 4.5 Overall classification

The presence of the diploma confirms that the candidate has obtained the corresponding qualification.

### 5. Information on the function of the qualification

#### 5.1 Access to further levels of training\*

Access to postgraduate courses at colleges of higher education and generally also to EMBA and Master of Advanced Studies programmes. The recommendations of Swiss universities regarding admission and the regulations of individual Swiss universities of applied sciences are taken into account.

\* The decision regarding admission rests with the admitting institution.

#### 5.2 Professional status

"This qualification entitles the holder to use the legally protected title "dipl. Marketingmanagerin HF/dipl. Marketingmanager HF - Marketing manager diplômé-e ES - Marketing manager diplomata/diplomato SSS".

The training satisfies the requirements of Art. 11 d of EU Directive 2005/36/EC on the recognition of professional qualifications. This Directive applies to Switzerland under Annex III of the bilateral Agreement between the European Community and its Member States, of the one part, and the Swiss Confederation, of the other, on the free movement of persons.

### 6. Additional information

#### 6.1 Additional information

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#### 6.2 Additional information sources

Additional information (including a description of the national education system):

[www.seri.admin.ch](http://www.seri.admin.ch), [www.berufsberatung.ch](http://www.berufsberatung.ch), [www.bfs.admin.ch](http://www.bfs.admin.ch), and

[www.swissmarketing.ch](http://www.swissmarketing.ch)

### 7. Certification of the supplement

This diploma supplement refers to the following original documents:

- Ordinance of 27 August 2014 on the National Qualifications Framework for Vocational and Professional Qualifications (NQF-VPQ-O, SR 412.105.1);
- Core syllabus for study programmes at professional education institutions, version 20 March 2009 (last update 9 December 2014)

State Secretariat for Education, Research and Innovation, SERI

Deputy Director

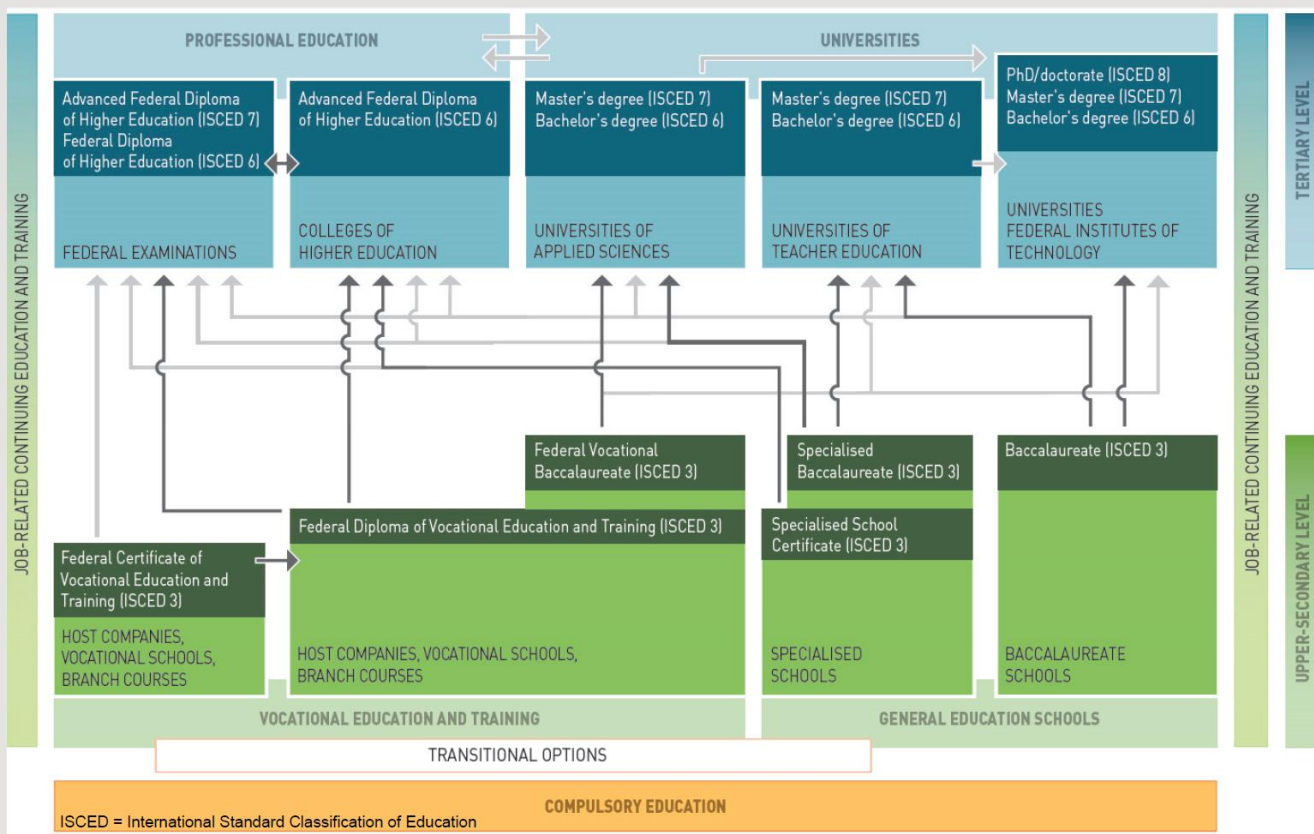


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[www.seri.admin](http://www.seri.admin)

## 8. Information on the national education system



### Tertiary-level professional education

In Switzerland, tertiary-level education is divided into two sectors: the professional education sector and the university sector. There are two main pathways to tertiary-level professional qualifications: preparation for a federal examination for the Federal Diploma of Higher Education or the Advanced Federal Diploma of Higher Education; and study at a college of higher education leading to issuance of an Advanced Federal Diploma of Higher Education. Access to the professional education sector is open to holders of upper-secondary level vocational qualifications who have gained several years of work experience.

Professional education is highly practical in nature and consistently geared to the needs of the labour market. Professional organisations establish training content and ensure the quality of training programmes and examinations. Applied learning is encouraged as it enables new expertise to be quickly implemented and ensures a rapid rate of innovation. Holders of tertiary-level professional qualifications are highly skilled professionals who are able to handle challenging tasks as well as managers taking on a high level of responsibility. Holders of professional qualifications often hold executive positions and manage their own company.

### Upper-secondary level vocational education and training (VET)

State-regulated vocational education and training (VET) is the standard pathway leading to tertiary-level professional education. The Swiss VET sector comprises two-year programmes for the Federal VET Certificate as well as three- and four-year programmes for the Federal VET Diploma. Swiss VET programmes consistently combine theory and practice and provide learners with the knowledge and skills needed to work in the chosen occupation with little need for outside supervision. In addition to technical expertise, learners acquire methodological, social and personal competences. Most Swiss VET programmes are of the dual-track variety, meaning that training content is distributed across two main learning locations (vocational schools, which handle classroom instruction, and host companies, which handle apprenticeship training) and in some cases also a third learning location (branch training centres, which provide learners with training content not already covered by the first two training locations). There are also VET programmes where learners undergo full-time training at a vocational school. In both cases, it is very common for holders of vocational qualifications to be hired directly after graduation. Once holders of vocational qualifications have gained extensive work experience, they may go on to pursue tertiary-level professional education.

### Swiss education system

There are two main pathways within the Swiss education system, both spanning upper-secondary and tertiary level: vocational/professional, on the one hand, and general education/university, on the other. While it is possible to switch between these two pathways at any time and at any level, in some cases, certain conditions apply. Generally speaking, the Swiss education system is highly permeable in this manner.