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EUROPASS DIPLOMA SUPPLEMENT

TITLE OF THE DIPLOMA (ES)

Técnico Superior en Marketing y Publicidad

TRANSLATED TITLE OF THE DIPLOMA (EN) (1)

Higher Technician in Marketing and Advertising

(1) This translation has no legal status.

DIPLOMA DESCRIPTION

The holder of this diploma will have acquired the General Competence with regard to:

Defining and monitoring marketing policies based on business studies as well as to promoting and to advertising goods and/or services in the suitable communication media, preparing the necessary promotional materials.

Within this framework, the PROFESSIONAL MODULES and their respective LEARNING OUTCOMES acquired by the holder are listed below:

"Economic and Financial Company Management"

The holder:

- Collects information about entrepreneurship initiatives and opportunities to start a company, considering the impact on the area of activity and incorporating ethical values.
- Establishes the legal form of the company, in line with the current legislation.
- Organizes the procedures to obtain the necessary resources to finance investments and supplies, evaluating the possible financial alternatives.
- Determines the formalities for the sale and/or rental of vehicles and other assets, analyzing investment and supplies needs as well as the necessary financial resources.
- Prepares invoices, receipts and payment and collection documents of products and services, applying trade and tax billing rules.
- Manages the company accounting and tax process, applying the current tax and commercial law and the General Accounting Plan principles and rules.
- Determines the investments feasibility as well as the company soundness and efficiency, analyzing the economic data and the available accounting information.

"Marketing Policies"

The holder:

- Assesses market opportunities for the product launch, the introduction into new markets or the positioning improvement of a product or service, analyzing the marketing-mix variables, as well as the trends and the market developments.
- Defines the product policy, analyzing the characteristics, attributes and utilities of the product or service relevant to the needs and to the profile of the customers to whom it is addressed.
- Defines the pricing politic of products or services, analyzing costs, its demand, the competition and other factors involved in the formation and price calculation.
- Selects the most appropriate way and distribution channel for each product, service or range of products, analyzing the available distribution alternatives.
- Selects the most appropriate communication campaigns either to launch new products and services or to prolong their stay in the market and thus, enhance the brand and corporate image and brand, evaluating the different alternatives available
- Prepares products, services or brands briefings for the realisation or for the outsourcing of communication actions, associating the marketing-mix variables, the business objectives and customer profile.
- Develops a marketing plan, selecting the basic information of the product, its price, its distribution and also the communication and relating amongst themselves the marketing-mix variables.
- Tracks and controls policies and business actions established in the marketing plan, assessing its development and achievement grade of objectives.

"Digital Marketing"

The holder:

- Manages the accesses and the connections to public, to semi-public and to private networks, using browsers and search engines specialized in the Internet.
- Manages various Internet protocols and services, managing email programs and file transfer, amongst others.
- Performs electronic billing and other administrative tasks electronically, using specific software in each case.

- Determines the strategy to be followed in the interrelationship with other network users, using specific programmes, communication forums and social networking of business field.
- Design attractive web pages for Internet users, using criteria for positioning, easy operation and persuasion.
- Designs the digital marketing plan on the online market, defining strategic solutions through the implementation of the trademark specific development.
- Defines the company e-commerce policy, establishing the necessary actions to buy online.

"Design and Development of Communication Materials"

The holder:

- Prepares the content of media and advertising materials in all media, using the available information.
- Makes advertising and information materials, using graphic design and visual arts techniques
- Applies persuasive communication techniques, identifying typical business and informative communication styles,
- Develops advertising and informational materials, using specific software support.
- Organizes the diffusion plan for promotional and advertising respecting the corporate identity.

"Media and Communication Supports"

The holder:

- Collects data references and relevant information from different information sources, organizing the advertising media plan.
- Describes the different online/offline communication media, distinguishing its types and features.
- Assists in the development of an advertising media plan, selecting the appropriate communication supports for the objectives set.
- Keeps track of the implementation of the advertising plan, monitoring its compliance.
- Assists in the preparation of coverage reports in different media, processing the acquired data with the appropriate informatics tools.

"Public Relations and Organization of Marketing Events"

The holder:

- Establishes the objectives and the instruments relating the company public relations, complying with the provisions in the communication strategy of the marketing plan.
- Characterizes the organization of marketing events, determining its deadlines and its realization, according to the briefing, to the criteria and to the budget set in the marketing plan.
- Defines the relationships' plan with suppliers, actors and agents involved in a marketing event, complying with the conditions, the deadlines and the budget.
- Determines the protocol and ceremonial rules for marketing and communication events, scheduling the intervention of the participants and determining their protocol form of address during the event.
- Determines the attitudes and skills to adopt when assisting, coordinating and supervising marketing events, complying with the standards of protocol and hierarchical differentiation.
- Evaluates the development results of different types of events, including those of marketing nature, preparing control reports.

"Commercial Research"

The holder:

- Analyzes the market variables and the company or organization environment, taking into account its impact on the activity and in the application of different business strategies.
- Sets a marketing information system (MIS) that meets the company information necessities, defining the information sources, the procedures and the techniques of data organization.
- Prepares the commercial research plan, defining the objectives and the study purpose, the information sources as well as the methods and the techniques for the collection, processing and analysis of data.
- Organizes the secondary information available in accordance with the specifications and the criteria established in the research plan, considering the adequacy of the data regarding the research objectives.
- Obtains primary information in accordance with the specifications and the criteria established in the research plan, implementing procedures and qualitative and/or quantitative research techniques for data acquisition. Determines the characteristics and the size of the sample under investigation, applying sampling techniques to select it.
- Performs the data processing and the analysis and produces a report with the conclusions, using statistical analysis techniques and informatics tools.
- Manages relational databases according to the research objectives, determining the most appropriate format for the information input, retrieval and presentation of information quickly and accurately.

"Fieldwork in Commercial Research"

The holder:

- Plans the fieldwork of the pollsters/interviewers, establishing the necessary means and resources as well as the action guidelines in accordance with the research plan.
- Determines the characteristics of the field staff and the selection criteria of the pollsters, meeting the needs and requirements of the commercial research plan.

- Defines training, and retraining of a survey team plans, meeting the needs identified and the specifications received, to improve their training, efficiency and effectiveness.
- Establishes a motivation and reward system for team pollsters / interviewers, which facilitates the discharge of the research plan.
- Interprets the questionnaire and the received instructions to carry out the survey, effectively using the available resources to ensure the accuracy and the validity of the responses.
- Sets the evaluation and control system of the field work and the performance of team members, using supervision and control techniques to ensure the quality of the process.

"Launch of Products and Services"

The holder:

- Collects the necessary information for a product or service launch, organizing the information available on the company SIM, the product or service briefing, the sales network and the customer data.
- Prepares the sales arguments of the product or service for its presentation in the sales network, contributing to the improvement of the product positioning in the market, the customer loyalty and the sales increase.
- Defines the suitable marketing and promotion actions either for products and services launch or to prolong their stay in the market, thus, strengthening its position and its brand corporate image against competition.
- Programmes the activities launching and implementing the product or the service in the market, applying the marketing techniques and the strategies established.
- Establishes the measures to monitor and to control the release and the product or service implementation, assessing the achievement grade of the expected objectives.

"Customer, Consumer and User Service"

The holder:

- Organizes the customer service department, defining its functions and structure and its relationship with other departments, to convey the company or organization right image.
- Uses communication techniques in customer, user or client service situations, providing the information requested.
- Organizes a customer information system that optimizes its cost and time of treatment and access to , applying organisational and file of both manual and informatics nature.
- Identifies the various consumer and user protection organisms and institutions, analyzing its competences.
- Manages the client, consumer or user customer complaints and claims, using communication and negotiation techniques to find consensus solutions between the parties.
- Describes the mediation and arbitration processes to resolve consumption consumer conflict situations, applying the law in force.
- Develops a plan to improve the quality of the consumer, user or customer service process, applying control and evaluation techniques and evaluation for the service effectiveness.

"English"

The holder:

The holder:

- Recognises professional and daily information contained in any type of oral speeches produced by any communication means in standard language, interpreting with precision the contents of the message.
- Interprets professional information contained in complex written texts, analysing its contents thoroughly.
- Produces oral messages which are clear and structured, analysing the content of the situation and adapting the linguistic register to the listener.
- Writes documents and reports in relation to the specific sector or academic and daily life, relating linguistic resources with their goal.

- Applies professional attitudes and behaviours in communication situations, describing typical foreign country and language relations.

"Project on Marketing and Advertising"

The holder:

- Identifies the production sector needs, relating them to the relevant projects that may satisfy them.
- Designs projects related to the competences described in the diploma, including and developing their constituting stages.
- Plans the project implementation, determining the intervention plan and associated documentation.
- Defines the procedures for the monitoring and the control of the project implementation, justifying the selection of the variables and the instruments used.

"Professional Training and Guidance"

The holder:

- Selects job opportunities, identifying the different labour integration possibilities, and the alternatives of lifelong learning. Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals.

– Exercises rights and complies with the duties derived from labour relationships, recognising them in the different job contracts.
– Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance.
– Assesses the risks derived from his/her activity, analysing the job conditions and risk factors present in his/her labour setting.
– Participates in the development of risk prevention plans for a small enterprise, identifying the responsibilities of all the agents involved.
– Applies protection and prevention measures, analysing the risk situations in the labour setting of the Higher Technician in Marketing and Advertising.

"Work Placement"

The holder:

– Identifies the structure and the organization of a company relating both to the different types of services delivered.
– Applies ethical and work habits in the development of his/her professional activity, according to the job characteristics and the procedures established by the company.
– Participates in the design, implementation and monitoring of the company marketing policies, analysing the available information in the SIM, the information obtained from the sales network and the trade studies performed.
– Collaborates in the launch and implementation of products/services in the market, participating in sales management and distribution through traditional and/or electronic channels.
– Assists in the planning and development of market research, obtaining, analyzing and presenting information to the investigation.
– Assists in the organization and in the monitoring of the media plan and communication supports and in the development of promotional and informative materials, as instructed.
– Participates in the economic and financial management of the company, as instructed.
– Participates in the development of a public relations policy for the company and in the organization and management of marketing and communication events, following the established criteria and protocol.

RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE DIPLOMA

The Higher Technician in Marketing and Advertising works in any productive sector and mainly in commerce and public and private companies, performing functions of planning, organizing and managing marketing activities, marketing research, advertising and public relations.

The most relevant occupations or jobs are the following:

- Product Manager Assistant
- Technician in Marketing
- Technician in Advertising
- Technician in PR
- Organizer of marketing and communication events
- Media advertising companies assistant
- Course controller or broadcast in media
- Technician in market research and public opinion
- Fieldwork Technician
- Inspector of Pollsters
- Agent of Surveys and Censuses
- Data Coder for Market Research

AWARD, ACCREDITATION AND LEVEL OF THE DIPLOMA

Name of the body awarding the diploma on behalf of the King of Spain: Spanish Ministry of Education or the different Autonomous Communities according to their areas of competence. The title has academic and professional validity throughout Spain.

Official duration of the education/ training leading to the diploma: 2000 hours.

Level of the diploma (national or international)

- NATIONAL: Non-University Higher Education
- INTERNATIONAL:
  - Level 5 of the International Standard Classification of Education (ISCED5).
  - Level 5 of the European Qualifications Framework (EQF5).

Entry requirements: Holding the Certificate in Post-Compulsory Secondary Education (Bachillerato) or holding the corresponding access test.

Access to next level of education/training: This diploma provides access to university studies.

Legal basis: Basic regulation according to which the diploma is established:

- Minimum teaching requirements established by the State: Royal Decree 1571/2011, of 4 November, according to which the diploma of Higher Technician in Marketing and Advertising and its corresponding minimum teaching requirements are established.

Explanatory note: This document is designed to provide additional information about the specified diploma and does not have any legal status in itself.

COURSE STRUCTURE OF THE OFFICIALLY RECOGNISED DIPLOMA

PROFESSIONAL MODULES IN THE DIPLOMA ROYAL DECREE	CREDITS ECTS
Economic and Financial Management of the Company	12
Marketing Policies	12
Digital Marketing	11
Design and Development of Communication Materials	9
Media and Communication Supports	6
Public Relations and Organization of Marketing Events	6
Commercial Research	8
Fieldwork in Commercial Research	6
Launch of Products and Services	6
Customer, Consumer and User Service	5
English	7
Project on Marketing and Advertising	5
Professional Training and Guidance	5
Work Placement	22
	TOTAL CREDITS
	120
OFFICIAL DURATION (HOURS)	***2000***

* The minimum teaching requirements shown in the table above comprise 55% official credit points valid throughout Spain. The remaining 45% corresponds to each Autonomous Community and can be described in the **Annex I** of this supplement.

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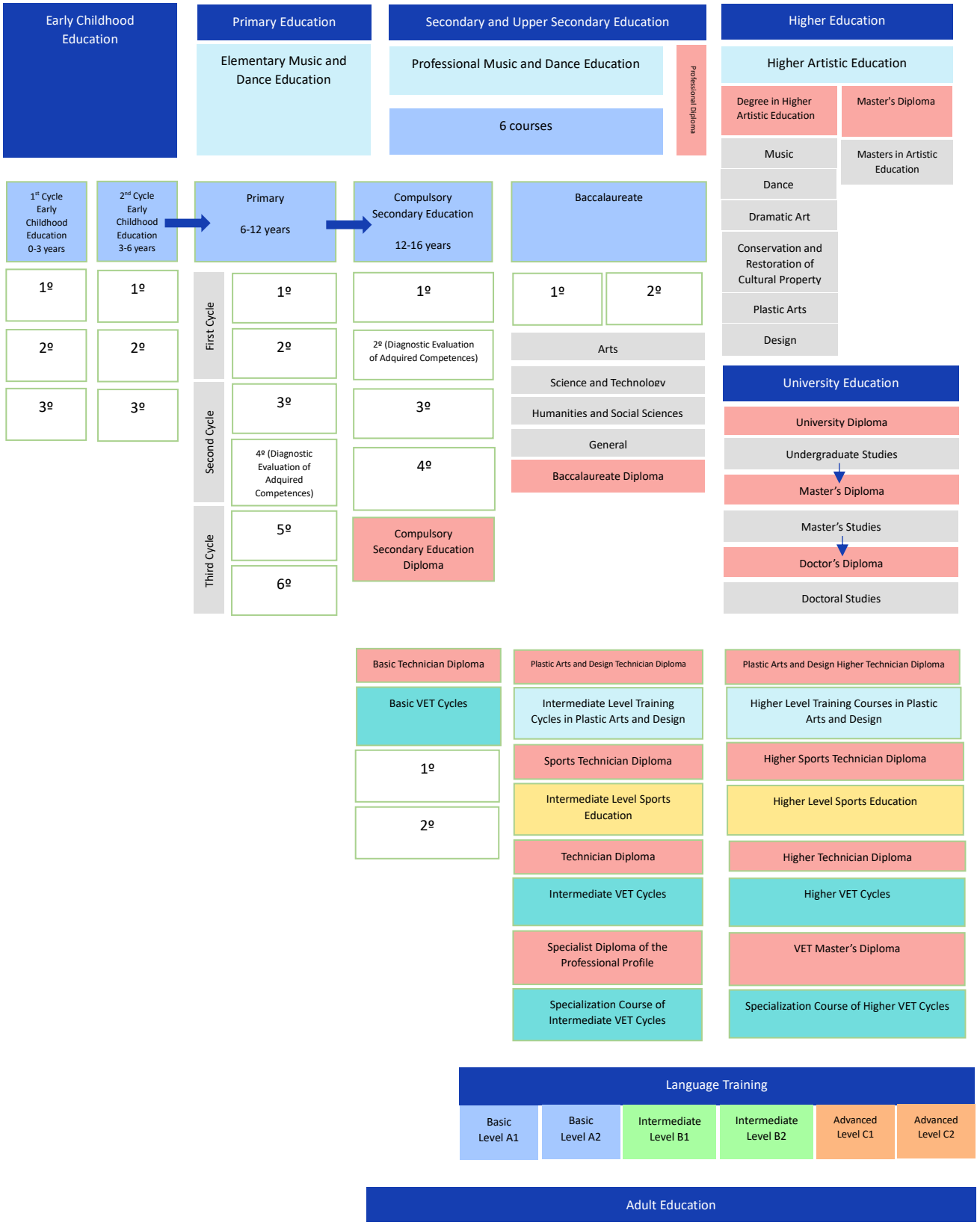
INFORMATION ABOUT THE EDUCATION SYSTEM