

1. TITLE OF THE CERTIFICATE (ES)

**Certificado de Profesionalidad de nivel 3 en
COMM0112 GESTIÓN DE MARKETING Y COMUNICACIÓN**

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Professional Certificate Level 3 in
COMM0112 MARKETING AND COMMUNICATION MANAGEMENT
(This translation has no legal status)**

3. PROFILE OF SKILLS AND COMPETENCES

The holder of this certificate will have acquired the **general competence** to take part in the definition, organisation, publicity and supervision of promotional actions and events, and marketing and communication plans, and to carry out auxiliary organisation and monitoring activities for media plans to launch and extend the life of products, services and brands, boosting the image of the organisation and using English where necessary. This general competence is divided into the following **skills units** (UC):

- Obtain and prepare information for the market information system (UC1007_3).
- Help define and monitor the marketing policies and plan (UC2185_3).
- Manage the launch and implementation of products and services on the market (UC2186_3).
- Organise and manage marketing and communication events, following established protocol and criteria (UC2187_3).
- Assist in organising and monitoring the established plan for media and specific channels (UC2188_3).
- Prepare and make publish simple and self-editable advertising, promotional and informational materials, using a variety of channels (UC2189_3).
- Communicate in English with an independent user level in commercial activities (UC1002_2).

The professional skills are acquired through the **learning outcomes** defined within the related Training Modules (MF):

- Market information systems (MF1007_3).
- Marketing policies (MF2185_3).
- Launch and implementation of products and services (MF2186_3).
- Marketing and communication events management (MF2187_3).
- Organisation and supervision of the media plan (MF2188_3).
- Preparation of self-editable marketing and communication materials (MF2189_3).
- Professional English for commercial activities (MF1002_2).
- Practical training at the workplace in marketing and communication management (MP0499).

(See legal basis for all learning outcomes information acquired by the holder of this Certificate in each MF).

As a reference the learning outcomes include in the Practical training at the workplace that complete and reinforce the learning outcomes acquired in the other training modules, are:

- Relate the variables involved in the organisation's marketing policies, obtaining relevant conclusions for decision-making on the organisation's marketing and communication plan.
- Define marketing communication actions, related to factors that are involved in the design of the communication policies and campaigns, taking into consideration the normal instruments and different types of objectives and publics addressed.
- Propose different marketing and promotional actions aimed at launching products and services based on a campaign, type of customer, special dates, type of establishment or other factors.
- Determine the conditions under which different suppliers of marketing and communication events and actions perform and provide their services or products.
- Select content, images and texts needed for preparing leaflets, posters and simple advertising and promotional materials, according to established criteria and respecting current regulations and the organisation's corporate identity.
- Take part in the company's working processes, following the rules and instructions established at the workplace.

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

The holder of this certificate may work in the marketing and communication departments and press and communication offices in any company or organisation, and in communication agencies, advertising or events agencies in the public or private sector. The most pertinent occupations and positions are:

- Advertising and/or Public Relations (PR) specialist.
- Middle-level advertising and/or PR specialist.
- Higher-level advertising and PR specialist, in general.
- Fairs and event organiser.
- Marketing and communication event organiser.
- Product manager assistant.
- Marketing assistant.
- Advertising agency media assistant.
- Media scheduling or broadcasting controller.

5. OFFICIAL BASIS OF THE CERTIFICATE

Name and status of the national/regional authority providing accreditation/recognition of the certificate

The Ministry of Employment and Social Security or the corresponding autonomous regional administration within the scope of its competence, in the name of the King. The certificate is valid throughout Spain.

Level of the certificate

The Professional Certificate Level 3 of the National Repertoire of Professional Certificates corresponds to level 4 of the International Standard Classification of Education (ISCED-P 2011).

The European Qualification Framework (EQF) level:

Grading scale/Pass requirements

The grading scale and pass level of the training modules are expressed on a scale of 0 to 10. The minimum score for a pass is 5 in every training module including a pass in the practical training at the workplace module.

The grading system is as follows:

- FAIL: 0 to 4.9
- PASS-SATISFACTORY: 5 to 6.9
- PASS-GOOD: 7 to 8.9
- PASS-EXCELLENT: 9 to 10

Access to next level of education/training

This Professional Certificate Level 3 gives access to Professional Certificate Level 3 within the same professional area and family.

For validation purposes, the educational authorities will recognise the professional module or modules of the VET diplomas corresponding to the skills units included in the training modules of this certificate.

Legal basis

Royal Decree 614/2013 of 2 August, establishing six professional certificates in the professional family Trade and Marketing, which are included in the National Repertoire of Professional Certificates. (Appendix V, Code: COMM0112).

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

This certificate may be acquired by:

1. Training: Completion with a pass grade of the face-to-face or online training programme.
2. Recognition of the professional skills acquired through professional experience or non-formal training (prior learning): Completion of a process of skills evaluation and accreditation in all the skills units making up the professional certificate.
3. Dual training: Completion of a training and apprenticeship contract, which may range from 1 year (or 6

months, if stipulated as such in the collective agreement) to 3 years, during which effective working time is combined with time dedicated to training under the training programme for the professional certificate. The training method (number 1 above) requires successful completion of the training modules and the practical training at the workplace:

Description of vocational training received	Percentage of total programme (%)	Duration (hours)
Training modules	90	730
Practical training at the workplace	10	80
Total duration of training leading to the certificate		810

Entry/access requirements:

- *Bachiller* Diploma (upper secondary education); or
- Professional Certificate Level 2 in the same professional area.
- If neither of the above or higher certifications are held, a pass in the key skills tests.

Additional information: Professional certificates are instruments for official accreditation of the professional qualifications in the National Catalogue of Professional Qualifications for all economic activities, within the scope of the labour administration. The National Repertoire of Professional Certificates is divided into three qualification levels (Level 1, Level 2 and Level 3), and by sectors into 26 professional families and 102 professional areas. More information is available at: www.sepe.es

National Europass Centre: www.oapee.es

(*) **Explanatory note:** This document is designed to provide additional information about the specified certificate, but has no 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://europass.cedefop.eu.int>

Information on Professional Certificates of the Map of Qualifications and Vocational Training in Spain

