

1. TITLE OF THE CERTIFICATE (DE)

**Zeugnis über die Prüfung zum anerkannten Fortbildungsberuf
Geprüfter IT-Ökonom/Geprüfte IT-Ökonomin**

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Certificate on completion of the recognized further training examination for
Certified IT marketing manager**

This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Develop marketing strategies, analyse customer and market data, plan and carry out advertising for IT products, solutions or services
- Draft and implement project plans for procurement, marketing and sales operations
- Plan and build project teams, supervise and motivate staff, encourage cooperation and communication, involve staff in decision-making processes; apply conflict-solving strategies, cooperate in filling vacancies and regular appraisal
- Plan staffing requirements and human resources development, determine skills needs, initiate training activities, plan training and supervise its content.

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

Certified IT marketing managers work as senior-level employees in private and public enterprises of different size and in different areas and operations, particularly in companies of the IT sector, or they work as self-employed professionals. They independently discharge complex tasks and responsibilities related to planning, management, organization and supervision using the control instruments of business and personnel management. They provide technically optimized and market-based IT solutions in companies which produce, offer or apply IT products or services. They manage the marketing and purchase of IT products and services and provide relevant instruction for staff.

(*) Explanatory notes

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 on transparency is available at: www.cedefop.eu.int/transparency

5. OFFICIAL BASIS OF THE CERTIFICATE

<p>Name and status of the body awarding the certificate Chamber of Industry and Commerce (<i>Industrie- und Handelskammer, IHK</i>)</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate Chamber of Industry and Commerce</p>
<p>Level of the certificate (national or international) ISCED 2011 Level 65</p> <p>These qualifications are referenced to level 6 of both the German and the European Qualifications Framework (DQR, EQF); see publication of 1 August 2013 (BAnz AT 20.11.2013 B2).</p>	<p>Grading scale/Pass requirements (**)</p> <p>100 - 92 points = 1 = excellent 91 - 81 points = 2 = good 80 - 67 points = 3 = average 66 - 50 points = 4 = pass 49 - 30 points = 5 = poor 29 - 0 points = 6 = fail</p> <p>The candidate passed all examinations required for the completion of further training.</p>
<p>Access to next level of education and training The further training examination gives access to the next level of qualifications</p> <ul style="list-style-type: none"> • Certified business economist under the Vocational Training Act (<i>Geprüfter Betriebswirt/Geprüfte Betriebswirtin, BBiG</i>) • Certified IT business engineer (<i>Geprüfter Wirtschaftsinformatiker/Geprüfte Wirtschaftsinformatikerin</i>) • Certified vocational training specialist (<i>Geprüfter Berufspädagoge/Geprüfte Berufspädagogin</i>) <p>as well as access to advanced programmes in higher education.</p>	<p>International agreements</p>
<p>Legal basis Regulations governing further training in the area of information and telecommunications technology (<i>ITFortbildungsverordnung</i>) of 3 May 2002 (BGBl. I p. 1547); last amended by the regulations of 23 July 2010 (BGBl. I p. 1010)</p>	

6. OFFICIALLY RECOGNIZED WAYS OF ACQUIRING THE CERTIFICATE

<p>The certificate is acquired through passing the examination administered by the body mentioned in section 5 above. Before sitting the examination, candidates must furnish proof of</p> <ol style="list-style-type: none"> 1. Successful completion of training for a recognized occupation in the IT sector, followed by at least one year of work experience or 2. Successful completion of training for another recognized occupation, followed by at least two years of work experience work or 3. At least five years of work experience or 4. Relevant skills and competences. <p>The work experience must be closely related to the tasks of operative professionals and include the qualifications of a certified IT specialist or relevant skills of comparable scope.</p>
<p>Additional information The skills and competences of which proof is to be furnished in the further training examination are usually acquired during many years of practical work and within the framework of education measures. Courses are offered in preparation for the examination; their duration and content are geared to the different specialist and managerial tasks. Translations of the certificate can be obtained from the body mentioned in section 5 above.</p>

() Note**

Simplified grading scale; for official grading scale see Sixth Ordinance Amending Further Training Examination Regulations of 9 December 2019 (Federal Law Gazette Part I, p. 2153)