



1. TITLE OF THE CERTIFICATE (DE) (1)

**Abschlussprüfung im staatlich anerkannten Ausbildungsberuf
Kaufmann/ Kauffrau für Dialogmarketing**

(1) in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)(1)

**Final examination in the state-recognized training occupation Dialogue marketing services
manager**

(1) This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Communicate and correspond with clients and customers
- Plan, organise, monitor and document campaigns and projects
- Plan and execute measures for human resources procurement, induction, deployment and development
- Manage and monitor project development from a commercial point of view, in particular by using performance ratios and central control parameters relevant to the specific call centre
- Process work tasks using information and communications systems
- Assist with drawing up offers and with initiating and concluding contracts
- Calculate offers
- Present and sell customer-oriented products or services for clients
- Process enquiries, orders and complaints from customers and clients
- Use quality assurance instruments to monitor execution of order
- Monitor the market and competitors and assist with the development of service provision.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE (1)

Dialogue marketing services managers work in call centres, in service centres operated by industrial, commercial and service companies and in other organisational units where dialogue plays a key role.

(1) if applicable

(*) **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.europass.cedefop.eu.int/transparency

5. OFFICIAL BASIS OF THE CERTIFICATE

<p>Name and status of the body awarding the certificate</p> <p>Chamber of Industry and Commerce</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate</p> <p>Chamber of Industry and Commerce</p>
<p>Level of the certificate (national or international)</p> <p>ISCED 3B German Qualifications Framework (DQR) level 4 (alignment is preliminary pursuant to "German Qualifications Framework for Lifelong Learning" - German EQF - Referencing report of 15 November 2012). Published by: Federal Ministry of Education and Research (BMBF), Berlin and Bonn; Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany (Conference of the Ministers of Education and Cultural Affairs - KMK), Berlin)</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>A total of at least 50 grade points are required to pass the examination.</p>
<p>Access to next level of education / training</p> <p>Business economist for sales/marketing (trade and technical school), business economist for call centre management (trade and technical school), certified senior call centre clerk, specialist commercial clerk for marketing</p>	<p>International agreements</p> <p>In the field of vocational training, joint declarations on the comparability of qualifications obtained in the respective vocational training systems have been signed on the basis of bilateral agreements concluded between Germany and France and between Germany and Austria.</p>
<p>Legal basis Ordinance on Initial Vocational Education and Training in the Occupation of Dialogue marketing services manager of 05/23/2006 (Federal Law Gazette, Part I, p 1228) Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany, KMK, of 08.03.2006), (Federal Gazette, No 166a of 02.09.2006)</p>	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<p>Final examination administered by the competent body:</p> <ol style="list-style-type: none"> 1. after completion of dual training in a company and at part-time vocational school (normal procedure) 2. after retraining in a recognized training occupation 3. as an external examination for working people without formal vocational qualifications or persons who have been trained at full-time vocational schools or other vocational training institutions
<p>Additional information</p> <p>Entry requirements: Entry requirements are not governed by legislation; as a rule, young people are admitted after completing (nine or ten years of) general education.</p> <p>Duration of training: 3 years.</p> <p>Training in the "dual system": Teaching of the knowledge, skills and competences needed for an occupation is based on the typical requirements of work and business processes and prepares the trainees for a specific job. The training is provided in a company and at part-time vocational school: In the company, the trainees acquire practical skills in a real working environment. On one or two days per week, the trainees attend part-time vocational school, where they are taught general and vocational knowledge related to their training occupation.</p> <p>More information is available at: www.berufenet.arbeitsagentur.de</p> <p>National Europass Centre www.europass-info.de</p>