

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

**Abschlussprüfung im staatlich anerkannten Ausbildungsberuf
Kaufmann für audiovisuelle Medien/ Kauffrau für audiovisuelle Medien**

(1) in original language

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

**Final examination in the state-recognized training occupation Audiovisual media clerk
(m/f)**

(1) This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Exhibit familiarity with the products, services and the production forms and processes of their own company and within the sector as a whole
- Carry out clerical, organisational and logistic operations within the framework of planning, producing and marketing audiovisual media, according due consideration to commercial aspects
- Analyse and evaluate concepts, products and services of their company according due consideration to economic, legal and technical aspects and to artistic and design aspects
- Plan the deployment of human and material resources for media production
- Explore financing possibilities and carry out calculations
- Advise customers on products and services
- Conduct negotiations with providers and customers
- Acquire and exploit rights and licences
- Procure equipment and organise its deployment
- Observe the media products and services market
- Develop marketing concepts, market the company's products and services
- Organise the sale and distribution of products
- Evaluate key indicators and statistics for performance monitoring purposes
- Use information and communication systems
- Work as part of a team and in a project-oriented manner.

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

Audiovisual media clerks work in the media industry such as in the fields of television and radio, film, video and music production, cinema and multimedia.

(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

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5. OFFICIAL BASIS OF THE CERTIFICATE	
Name and status of the body awarding the certificate Chamber of Industry and Commerce	Name and status of the national/regional authority providing accreditation/recognition of the certificate Chamber of Industry and Commerce
Level of the certificate (national or international) 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)	Grading scale / Pass requirements 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 A total of at least 50 grade points are required to pass the examination.
Access to next level of education / training Specialist commercial clerk for marketing, Specialist commercial clerk for advertising and communication, communication economist, business economist (state certified) for marketing, business economist (state certified) for advertising, business economist (public administration), certified senior media clerk, certified senior clerk in advertising	International agreements 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.
Legal basis Ordinance on Initial Vocational Education and Training in the Occupation of Audiovisual media clerk (m/f) of 05/15/1998 (Federal Law Gazette, Part I, p 1030) Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany, KMK, of 15.05.1998), (Federal Gazette, No 180a of 25.09.1998)	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
Final examination administered by the competent body: 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
Additional information 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. Duration of training: 3 years. 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. More information is available at: www.berufenet.arbeitsagentur.de National Europass Centre www.europass-info.de