



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

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

(1) in original language

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

**Final examination in the state-recognized training occupation Agent in marketing
communication**

(1) This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Advise customers in matters relating to marketing communication
- Monitor and analyse markets and specific target groups
- Develop communication concepts for campaigns and individual measures
- Coordinate and evaluate the effectiveness of the communication mix
- Manage creative implementation
- Organise and monitor manufacturing processes for means of communication
- Plan and monitor the deployment of media and measures
- Secure the quality of services provided on the basis of division of labour
- Develop basic contractual principles for cooperation and for the acquisition of rights and licences
- Plan, calculate and monitor project budgets and use company controlling instruments.

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

Agents in marketing communication work for agencies, consulting firms and service providers. They also find employment in marketing and communications departments at companies, not-for-profit organisations, and public institutions.

(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>Certified senior clerk in 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 Agent in marketing communication of 03/31/2006 (Federal Law Gazette, Part I, p 808) 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 123a of 05.07.2006)</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>