

## 1. BEZEICHNUNG DES ZEUGNISSES (DE)

**Zeugnis über die Prüfung zum anerkannten Fortbildungsberuf  
Geprüfter Medienfachwirt Digital/Geprüfte Medienfachwirtin Digital**

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

**Certificate on completion of the recognized further training examination for  
Certified digital media specialist**

This translation has no legal status.

## 3. PROFILE OF SKILLS AND COMPETENCES

- Plan, steer, implement and monitor the production of digital media taking account of technical, managerial and legal conditions, organize and develop technical and business operations including quality management
- Advise customers, draw up cost estimates, design projects, draft product plans and design marketing strategies
- Apply basic communication and leadership principles in a targeted and systematic manner, perform managerial and qualification tasks.

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

Certified digital media specialists work mainly in printing and media companies of different size and in different branches of industry as well as in different areas and operations of a company where they fulfil technical, organizational and managerial functions using the control instruments of business and personnel management.

<sup>(\*)</sup>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](http://www.cedefop.eu.int/transparency)

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5. OFFICIAL BASIS OF THE CERTIFICATE	
<b>Name and status of the body awarding the certificate</b> Chamber of Industry and Commerce ( <i>Industrie- und Handelskammer, IHK</i> )	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Chamber of Industry and Commerce
<b>Level of the certificate (national or international)</b>  ISCED 2011 Level 65 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).	<b>Grading scale/Pass requirements (**)</b> 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 The candidate passed all examinations required for the completion of further training.
<b>Access to next level of education and training</b> The further training examination gives access to the next level of qualifications <ul style="list-style-type: none"> <li>• Certified business economist under the Vocational Training Act (<i>Geprüfter Betriebswirt/Geprüfte Betriebswirtin, BBiG</i>)</li> <li>• Certified business economist under the Crafts Code (<i>Geprüfter Betriebswirt/Geprüfte Betriebswirtin, HwO</i>)</li> <li>• Certified vocational training specialist (<i>Geprüfter Berufspädagoge/Geprüfte Berufspädagogin</i>)</li> </ul>	<b>International agreements</b>
<b>Legal basis</b> Regulations governing the examination on recognized advanced qualifications in the media industry of 21 August 2009 (BGBl. I, p. 2894); last amended by the regulations of 26 March 2014 (BGBl. I, p. 274)	

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"> <li>1. successful completion of training for a recognized training occupation in the print and media industries, followed by at least one year of relevant practical work, or</li> <li>2. successful completion of a final examination in another officially recognized occupation, followed by at least two years of relevant practical work, or</li> <li>3. at least five years of relevant practical work, or</li> <li>4. relevant skills and competences.</li> </ol>
<b>Additional information</b> <p>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 is geared to the different specialist and managerial tasks.</p> <p>The successful candidate passing the examination has acquired the qualifications required to provide training within the meaning of Section 30(5) of the Vocational Training Act.</p> <p>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)