

CERTIFICATE SUPPLEMENT (*)
SPAIN

TITLE OF THE CERTIFICATE (original language: ES)
ADVANCED EXPERT IN SALES MANAGEMENT AND MARKETING

TRANSLATED TITLE OF THE CERTIFICATE (language)

PROFILE OF SKILLS AND COMPETENCES

General competence

Obtain and/or develop information on the markets, products, services, prices, distribution and communication; manage action plans for the purchase, logistics, and sale of products and/or services, and supervising that such plans are executed in compliance with the instructions received and the applicable legislation.

This Expert will act, when appropriate, under the general supervision of a Bachelor and/or Diplomaed Specialist.

Competence units

1. Obtaining, processing and organising information in market research
2. Developing basic information for the definition of marketing policies and controlling advertising action.
3. Managing the process of business logistics.
4. Planning and directing the merchandising actions in the point of sale.
5. Performing the operations of sale and purchase of products and/or services.

RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

Occupations or jobs:

Assistant product manager. Purchases expert. Sales expert. New facilities expert. Merchandiser. Store manager. Assistant logistics manager. Sales representatives group coordinator. Sales manager. Marketing expert. Expert in market research fieldwork.

(*) Explanatory note

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.

The body awarding this Certificate Supplement may leave blank any box considered not to be applicable.

Name and status of the body awarding the certificate MINISTERIO DE EDUCACIÓN, CULTURA Y DEPORTE (Central Government)	Name and status of the national/regional authority providing accreditation/recognition of the certificate MINISTERIO DE EDUCACIÓN, CULTURA Y DEPORTE (Central Government) COMPETENT BODY IN THE AUTONOMOUS COMMUNITY (Autonomic Government)
Level of the certificate in the awarding country Advanced Vocational Training (CNED 51 H – Advanced Specific Vocational Training and equivalents, Plastic Arts and Design, and Sports)	Grading scale / Pass requirements Basic regulation of the Ministry of Education, Culture and Sports of 21 July 1994. Occupational modules: graded from 1 to 10 (5 is pass). Training at work: pass / fail. Continuous assessment system.
Access to next level of education/training <ul style="list-style-type: none"> - Teacher (all majors) - Library Science and Documentation Diplomaed Specialist - Business Sciences Diplomaed Specialist. - Social Education Diplomaed Specialist. - Statistics Diplomaed Specialist. - Public Management and Administration Diplomaed Specialist. - Labour Relations Diplomaed Specialist. - Social Work Diplomaed Specialist. - Tourism Diplomaed Specialist. - Technical Engineer in Management Computing. - Technical Engineer in Systems Computing. 	International agreements
Legal basis General Organic Law of the Educational System 1/1990 of October 3, Organic Law 5/2002 of June 19 on Qualifications and Vocational Training, Royal Decree 676/1993 of May 7, Royal Decree 777/1998 of April 30. ROYAL DECREE 1651/1994, of July 22 (BOE 28.09.94)	

OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

Description of vocational education and training received	Percentage of total programme (%)	Duration <i>hours/weeks/months/years</i>
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* At Secondary Education Centres or approved training centres, including training modules of a theoretical-practical nature and Training at Work.

- GENERAL-PURPOSE COMPUTING APPLICATIONS
- TRAINING AT WORK
- OCCUPATIONAL TRAINING AND GUIDANCE
- SALES AND PURCHASES MANAGEMENT
- MARKET RESEARCH
- FOREIGN LANGUAGE
- BUSINESS LOGISTICS
- POINT OF SALE MARKETING
- MARKETING POLICIES

	<i>Total duration of the education/ training leading to the certificate</i>	2000 hours
Entry requirements Holding the Certificate in Post-Compulsory Secondary Education (Bachillerato) or holding the corresponding certificate of the entry examination.		
Additional information More information available at: http://www.educacion.es		