

1. Title of the certificate ¹

**Δίπλωμα Επαγγελματικής Ειδικότητας Εκπαίδευσης και Κατάρτισης Επιπέδου 5 Ειδικότητα Ι.Ε.Κ.:
ΔΙΑΦΗΜΙΣΗ**

2. Translated title of the certificate ²

**Vocational Training Diploma Initial Vocational Training (I.E.K.) Level 5. Specialty of I.E.K.:
ADVERTISING**

3. Profile of skills and competences

LEARNING OUTCOMES (KNOWLEDGE, SKILLS, COMPETENCES). A typical holder of the certificate is able to:

KNOWLEDGE

- Interpret the concepts and processes associated with marketing, sales promotion, advertising, advertising media, the consumer market and related research.
- Describe the types, functions and organisations of advertising.
- State the departments of an advertising company and the quality-specific characteristics of the specialties working in them.
- Comparatively summarize the stages and characteristics for the creation of an advertising message depending on the intended medium.
- Explain the advantages and disadvantages of different advertising media and their selection criteria (qualitative and quantitative selection parameters) within an advertising campaign.
- Specify and classify the factors (internal and external) affecting the marketing strategy of a product.
- Assess the perception of consumers about advertising in the whole range of communication media.
- Identify the key issues associated with the development of modern advertising and marketing activities, in the context of a multicultural society and interconnected society.
- Explain with clarity the meaning and the application method for research (qualitative and quantitative) in the context of marketing and advertising procedures.
- Describe the general and specific characteristics of visual, auditory and multimedia advertisements.
- Specify the basic principles and procedures of commercial law.
- Analyse the basic procedures and operations related to public relations.
- Analyse the advantages and challenges related to alternative forms of advertising in the internet environment.
- Interpret the basic theories and communication techniques.

SKILLS

- Plan creative and effective advertising strategies based on the analyses of the behaviour of consumers and the strategic communication of competitors.
- Apply the appropriate actions - strategies for promotion / marketing after having evaluated a product or a service within the context of competitive market.
- Apply the suitable qualitative and quantitative market research for the effective placement, promotion and development of a product in the market.
- Design and elaborate the advertising programme of a product or of a product range.
- Select the suitable advertising media within the context of a campaign, based on the principles that apply to research, evaluation, and programming of advertising media.
- Properly prepare the text of an advertising message depending on the means intended and its target group.
- Completely prepare the entire structure of an advertising proposal depending on the client's objectives and the medium intended.
- Compose and implement a marketing programme.
- Take in a complete manner the steps of the strategic design for the creation of a programme for the promotion of sales and use with a constructive method the tools for the evaluation of its efficiency.
- Handle with comfort applications related to the use of the computer.

COMPETENCES

- Creatively collaborate with the employees of an advertising company with the purpose of implementing advertising messages for all communication media based on the methodology, the techniques and the production stages appropriate for all types of media.
- Constructively contribute to the formulation and implementation of a communication strategy for an advertised product or service, considering factors such as the behaviours of consumers, the competitive environment of the market, and generally the communication field.
- Apply when performing his/her work the ethics principles of his/her profession.
- Revise and renew the product and services promotion and advertising practices based on technological developments and the new trends in the communication field.

¹ In the original language. | ² If applicable. This translation has no legal status. | ³ If applicable.

4. Range of occupations accessible to the holder of the certificate ³

The holder of this diploma can be occupied in advertising companies in the department of customer service or in their creative department, in Mass Media Means in the advertising department and in enterprises of the public or private sector that have an advertising department for their products and services.

The Vocational Training Diploma is recognized as a qualification for appointment in the public sector falling in the category S.E. (Secondary Education) according to the Presidential Decree no.50/2001 (Greek Official Gazette 39/Vol.A/5-3-2001).

5. Official basis of the certificate

Body awarding the certificate

E.O.P.P.E.P.
(National Organisation for the Certification of Qualifications and Vocational Guidance)
Ethnikis Antistaseos 41 Avenue, 142 34 N. Ionia
<https://www.eoppep.gr/>

Level of the certificate (national or European) ¹

Level 5 National and European Qualifications Framework

Access to next level of education / training ¹

Yes

Legal basis

Law 2009/1992 on the National System of Vocational Education and Training
Law 4186/2013 on the Restructure of Secondary Education
Law 4763/2020 on National System of Vocational Education, Training and Lifelong Learning

Authority providing accreditation / recognition of the certificate

E.O.P.P.E.P.
(National Organisation for the Certification of Qualifications and Vocational Guidance)
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Grading scale / Pass requirements

a) acquisition of the Vocational Training Certificate (V.E.K.) after successful completion of study at the Vocational Training Institute (I.E.K.)
b) acquisition of the Vocational Training Diploma after:
1. success in the theoretical part of Initial Vocational Training certification examinations (Grading scale = 1-20, Pass = 10) and
2. success in the practical part of the Initial Vocational Training certification examinations (Pass/Fail)

International agreements on recognition of qualifications¹

No

6. Officially recognised ways of acquiring the certificate

Total duration of the education / training leading to the certificate
Success in the the Initial Vocational Training certification examinations
4 semesters (until law 4186/2013) / 5 semesters (after law 4186/2013)

7. Additional information

Entry requirements ¹

Certificate of Upper Secondary School. Qualification of Level 4 (NQF/EQF) // Certificate Vocational Training School (SEK) – Qualification of Level 3 (NQF/EQF)
Following the voting of L. 4763/2020, only by an Upper Secondary Education certificate or an equivalent title of studies (Qualification of Level 4 NQF/EQF)

Indicative subjects taught:

Marketing I, II, III & IV, Scientific Advertising I, II, III & IV, Creative I, II, III & IV, Advertising Means I, II & III, Public Relations, Management I & II, Consumers' Behavior, Statistics I & II, Market Research, Advertising Means Researches, Direct Marketing, Sales Promotion, Advertising Company Operation, Advertising Material Production, Sales Techniques, Elements of Commercial Law, Introduction to Communication, English, Computing.

More information

National Qualifications Framework : <https://nqf.gov.gr/> and <https://proson.eoppep.gr/en>

National Europass Centre: **EL/NEC - E.O.P.P.E.P.** National Organisation for the Certification of Qualifications and Vocational Guidance, Ethnikis Antistaseos 41 Avenue, 142 34 N. Ionia, Greece. T.0030 2102709000 europass@eoppep.gr
<http://europass.eoppep.gr> www.eoppep.gr

¹ If applicable.