

### 1. Title of the certificate <sup>1</sup>

**Δίπλωμα Επαγγελματικής Ειδικότητας Εκπαίδευσης και Κατάρτισης Επιπέδου 5 Ειδικότητα Ι.Ε.Κ.:  
ΕΙΔΙΚΟΣ ΕΜΠΟΡΙΑΣ, ΔΙΑΦΗΜΙΣΗΣ ΚΑΙ ΠΡΟΩΘΗΣΗΣ ΠΡΟΪΟΝΤΩΝ (MARKETING)**

### 2. Translated title of the certificate <sup>2</sup>

**Vocational Training Diploma Initial Vocational Training (I.E.K.) Level 5. Specialty of I.E.K.:  
MARKETING AND PRODUCT PROMOTION SPECIALIST**

### 3. Profile of skills and competences

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

#### KNOWLEDGE

- Identify the concept and the types of Marketing in accordance with the procedures and practices of the market.
- Describe with a comprehensive manner concepts relevant to the design and implementation of the product promotion and distribution programmes.
- Specify the concepts of Public Relations, Marketing, and Sales, for the operation of the enterprise / office / organisation.
- Interpret information from statistical tables and charts, following the principles of Statistics.
- Describe the basic principles of methodology for the development of product distribution and selling networks.
- State the basic principles and concepts of the Private, Public and Commercial law.
- Describe concepts related to the Organisation and Management of Businesses, Accounting, and Finance.
- Compare the concepts and the specifications of companies depending on the legal statute thereof.

#### SKILLS

- Collect and make use of raw data and information related to consumer, the market, and the competition.
- Analyse the trends of the market and the volume of sales.
- Check the implementation of sales.
- Fully operate all office equipment, IT systems for Text Editing, for Spreadsheets, for Databases, for Email, and for the Internet.
- Design the introduction and development of programmes for new products.
- Analyse statistical data and tables on sales.
- Apply the principles of advertising, presentation and promotion of products.

#### COMPETENCES

- Act based on the professional ethics.
- Operate in accordance with the principles, procedures, policies and culture of the organisation employing him/her.
- Take directions and collaborate effectively with all departments in the business in the field of group projects, in order to achieve the purposes and objectives of the business.
- Work with sufficiency and responsibility, while observing tight schedules.
- Treat and collaborate with clients and associates in a positive way.

### 4. Range of occupations accessible to the holder of the certificate <sup>3</sup>

The holder of this diploma can be employed in commercial departments in companies of the public or private sector, where he/she implements the schedules and decisions of higher executives on product design and development, their promotion, projection and disposal.

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).

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

## 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) <sup>1</sup>

Level 5 National and European Qualifications Framework

### Access to next level of education / training <sup>1</sup>

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 )  
Ethnikis Antistaseos 41 Avenue, 142 34 N. Ionia  
<https://www.eoppep.gr/>

### 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 qualifications<sup>1</sup>

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 <sup>1</sup>

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:

Business Organisation and Administration I & II, Law I & II, Statistics I & II, Financial Mathematics I & II, General Accountancy I & II, Marketing I & II, Business Finance, Business Communication, International Trade, Public Relations, Marketing Research, Advertising - Advertising Media, Wholesale/Retail and Distribution Marketing, Sales Administration and Planning, Consumer's Behaviour, Financial Administration, Greek Economy Structure and Problems, Marketing Administration, Marketing Strategy and Planning, Forecasting Methods and Techniques in Marketing, Planning Direct Marketing - Promotions - Public Relations, Industrial Marketing, International Marketing, Services Marketing, Case Studies I & II, 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](mailto:europass@eoppep.gr)  
<http://europass.eoppep.gr> [www.eoppep.gr](http://www.eoppep.gr)

<sup>1</sup> If applicable.