

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

**Δίπλωμα Επαγγελματικής Ειδικότητας Εκπαίδευσης και Κατάρτισης Επιπέδου 5 Ειδικότητα Ι.Ε.Κ.:  
ΣΤΑΤΙΣΤΙΚΗΣ, ΕΡΕΥΝΑ ΑΓΟΡΑΣ ΚΑΙ ΔΗΜΟΣΚΟΠΗΣΕΩΝ**

### 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.:  
STATISTICS, MARKET RESEARCH AND PUBLIC OPINION POLLING**

### 3. Profile of skills and competences

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

#### KNOWLEDGE

- Identify the basic principles of Communication, Journalism, and Publicity.
- Discern the types of Journalism and Reporting, depending on the medium and the purpose thereof.
- Describe the interviewing techniques depending on the person interviewed and the purpose of the interview.
- Describe the types, the media, the theories and the codes of Communication.
- State the method for creating and evaluating a questionnaire.
- Analyse issues of consumer behaviour, and of social and general psychology.
- Interpret information from statistical tables and charts, following the principles of Statistics.
- Discern between the qualitative and the quantitative characteristics of a statistical research.
- Analyse statistical data using modern IT systems.
- Describe the rules of market research.
- Identify basic concepts regarding the Business Organisation and Administration, Marketing, and Statistics.

#### SKILLS

- Reply to electronic and printed mail.
- Archive and classify files and/or documents in digital and/or printed form.
- Fully operate all office equipment and IT systems.
- Prepare questionnaires for the conduct of market research.
- Apply descriptive statistics in SPSS statistical programme.
- Produce tables and charts through SPSS statistical programme.

#### 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 independently by taking responsibility for completing his/her work and for the proper execution of his/her work.
- Work with sufficiency and responsibility, while observing tight schedules

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

The holder of this specialisation certificate may work in advertising companies, in market research companies, and in public survey companies.

The Vocational Training Diploma is recognised 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

### 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

### 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

## 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:

Statistics I, II, III, IV, Basic principles of management, General Psychology, Social Psychology, Marketing I, II, III, IV, Basic principles of communication, Consumer behaviour, Market research methods, Investigative reporting, Interview techniques, Creation and evaluation of questionnaire data, Computer-aided statistical data analysis, English, Computer use.

### 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.