

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

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

### 2. Title of the certificate<sup>2</sup>

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

### 3. Profile of skills and competences

Learning outcomes: Knowledge, skills and competences

A typical holder of the certificate is able to:

#### KNOWLEDGE

- Determine the concepts of Marketing, Public Relations and Advertising.
- Apply techniques used for sales promotion
- Describe issues of advertising, journalism, printing, photography.
- Identify the differences in Marketing, Advertising, Public Relations

#### SKILLS

- Analyze the trends emerging in the market with the aim to present effective proposals to customers.
- Manage the information technology systems including the accounting packages of the employment body.
- Recognize the financial statements and be able to explain them.
- Have a good time management for duties performance
- Be proficient in a foreign language (mainly English)

#### COMPETENCES

- Apply Marketing Techniques
- Have a creative imagination, inventiveness and communication skill to create innovative ideas for advertising products and services
- Carry out successfully any customer demand
- Cooperate successfully with other departments of the employment body to draw up the best possible advertising strategy
- Correctly understand the purchasing behavior
- Act effectively, with persuasion in planning every company's strategy addressed to the broader public in a particularly competitive environment.

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

The VET graduate of this specialty may work in the private sector (Commercial Enterprises, SA's with Marketing departments, Public Relations and in general related to Product Promotion) both in the public sector (e.g. General Secretariat for Consumers, Greek National Tourism Organization, Ministry of Culture, Ministry of Tourism involved in product promotion through Marketing techniques).

The Diploma is recognized as a formal qualification for recruitment in the public sector in the Secondary Education graduate category by virtue of the PD 50/2001 (Government Gazette. 39/A/5-3-2001), as in effect.

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

The Certificate supplement provides additional information about the certificate. It does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

## 5. Official basis of the certificate

<p>Body awarding the certificate</p> <p>E.O.P.P.E.P.</p> <p>(National Organisation for the Certification of Qualifications and Vocational Guidance) 41 Ethnikis Antistaseos Avenue, 14234 N. Ionia <a href="https://www.eoppep.gr/">https://www.eoppep.gr/</a></p>	<p>Authority providing accreditation / recognition of the certificate</p> <p>E.O.P.P.E.P.</p> <p>(National Organisation for the Certification of Qualifications and Vocational Guidance) 41 Ethnikis Antistaseos Avenue, 14234 N. Ionia <a href="https://www.eoppep.gr/">https://www.eoppep.gr/</a></p>
<p>Level of the certificate (national or European)<sup>1</sup></p> <p>Level 5 National and European Qualifications Framework</p>	<p>Grading scale / Pass requirements</p> <p>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:</p> <p>1. success in the theoretical part of Initial Vocational Training certification examinations (Grading scale = 1-20, Pass = 10) and success in the practical part of the Initial Vocational Training certification examinations (Pass/Fail)</p>
<p>Access to next level of education / training <sup>1</sup></p> <p>Yes</p>	<p>International agreements on recognition of qualifications<sup>1</sup></p> <p>No</p>
<p>Legal basis</p> <p>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</p>	

## 6. Officially recognised ways of acquiring the certificate

Success in the Initial Vocational Training certification examinations Total duration of the education / training leading to the certificate: 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 for the specialty:

Marketing Strategy and Planning, Direct Marketing planning, Marketing Research, Services Marketing, Consumer Behaviour, Public Relations, Communication Techniques, English, Accounting, Computerized Accounting.

### 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.