



CERTIFICATE SUPPLEMENT NO. *



Republic
of Poland

CERTIFICATE HOLDER'S FIRST NAME (MIDDLE NAME) AND LAST NAME.....

1. TITLE OF THE CERTIFICATE ¹⁾

Dyplom potwierdzający kwalifikacje zawodowe w zawodzie **technik organizacji reklamy**, symbol cyfrowy **333906**

¹⁾ Original language version

2. TRANSLATED TITLE OF THE CERTIFICATE ²⁾

Vocational Diploma for the occupation of **advertising methods and organisation technician**, occupation reference number **333906**

²⁾ If applicable. This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

The vocational diploma for the occupation of **advertising methods and organisation technician**, for which the qualifications: **AU.29. Selling advertising products and services** and **AU.30. Organising and carrying out advertising campaigns** have been specified, certifies that the holder is able to:

- apply the provisions of copyright law, intellectual property and observe the rules of professional ethics,
 - analyse the market of advertising products and services to prepare proposals of advertising products and services,
 - prepare proposals of advertising products and services,
 - acquire new customers,
 - present advertising products and services using computer programs,
 - conduct sales negotiations,
 - execute orders and contracts for advertising products and services,
 - draw up price calculations and sales documentation,
 - analyse sets of information to implement advertisements,
 - use the means of advertisement message presentation,
 - design promotion and advertisement elements using computer programs,
 - arrange and plan the course and production of advertising campaigns,
 - prepare advertisements in accordance with the client's expectations,
 - draw up documentation related to the preparation of advertising media,
 - assess the quality of advertising products and services in order to examine the effectiveness of advertisements,
- and, in addition, within the scope of professional tasks performed:
- observe occupational health and safety, fire and environmental protection regulations and requirements of ergonomics,
 - provide first aid to the injured in accidents at work and in life or health-threatening situations,
 - apply the provisions concerning business operation, labour law and personal data protection law,
 - use a foreign language and use foreign-language sources of information,
 - organise work of a small team.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THIS CERTIFICATE ³⁾

advertising methods and organisation technician

³⁾ If applicable.

5. OFFICIAL BASIS OF THE CERTIFICATE	
Name of the certificate awarding body Regional Examination Board in	Authority supervising the certificate awarding body Central Examination Board
Level of the certificate (national or international) Full qualification at level four of the Polish Qualifications Framework – PQF IV Qualification at level four of the European Qualifications Framework – EQF 4 ISCED - 354	Pass requirements An examination is carried out for each qualification specified for a given occupation. In order to pass the examination for a given qualification the minimum required score is: 1) in the written part – at least 50% of points available, 2) in the practical part – at least 75% of points available.
Access to next level of education If the certificate holder has been awarded a secondary school graduation (<i>matura</i>) certificate, he/she may continue education at tertiary level.	International agreements _____
Legal basis Regulation of the Minister of National Education of August 27, 2019 on certificates, state diplomas and other school prints (Journal of Laws of 2019, item 1700 as amended).	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE	
The holder of the certificate has obtained at least a secondary education and passed examinations for the qualifications specified for the occupation of advertising methods and organisation technician: AU.29. Selling advertising products and services and AU.30. Organising and carrying out advertising campaigns . These qualifications can be obtained by pursuing one of the following educational paths.	
Ways of acquiring qualifications for the occupation of advertising methods and organisation technician	Minimum percentage of practical training in vocational education (%)
School education (four-year secondary technical school)	50
Continuing learning in out-of-school forms (minimum number of hours specified in the vocational education core curriculum for the occupation of advertising methods and organisation technician)	50
Confirmation of qualifications by extramural vocational examinations for those who have completed lower secondary education or 8-year primary school and: a) have at least 2 years' education in the occupation of advertising methods and organisation technician or b) have at least 2 years' experience of working as an advertising methods and organisation technician.	50 100
Additional information: More information (including a description of the national qualifications system) available at: National Europass Centre – www.europass.org.pl	

***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, 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. More information available at: <http://europass.cedefop.europa.eu>

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