

1. Title of the certificate ⁽¹⁾

Halkla İlişkiler ve Organizasyon Hizmetleri Alanı
Müşteri Temsilciliği Dalı

⁽¹⁾ In the original language

2. Translated title of the certificate ⁽¹⁾

Public Relations and Organization Services Branch
Customer Representation Branch

⁽¹⁾ If applicable. This translation has no legal status.

3. Profile of skills and competences

The holder of this certificate;

- Makes research about advertisement.
- Makes planning about advertisement.
- Makes creative studies on printed media.
- Makes creative studies on audio visual media.
- Performs media monitoring.
- Make promotion of product service.
- Researches on company and market conditions.
- Communicates with customer effectively.
- Speaks Turkish effectively.
- Communicates on phone effectively.
- Uses technologic tools related to his/her occupation effectively.
- Performs advertisement-promotion and marketing studies.
- Fulfils legal responsibilities of mass communication.

4. Range of occupations accessible to the holder of the certificate ⁽¹⁾

Can work as Customer Representative, Salesperson and Advertiser.

⁽¹⁾ If applicable

^(*) 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.

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5. Official basis of the certificate													
Name and status of the body awarding the certificate Related secondary education institutions realising formal vocational and technical education which is subordinated to Ministry of National Education	Name and status of the national/regional authority providing accreditation/recognition of the certificate Ministry of National Education												
Level of the certificate (national or international) Level 4 occupation according to EQF. Level 4 occupation according to TQF. It complies with ISCED 3. ISCED-F CODE: 1012	Grading scale / Pass requirements <table> <tr> <th>Score</th><th>Grade</th></tr> <tr> <td>85.00-100</td><td>Excellent</td></tr> <tr> <td>70.00-84.99</td><td>Good</td></tr> <tr> <td>60.00-69.99</td><td>Average</td></tr> <tr> <td>50.00-59.99</td><td>Passing</td></tr> <tr> <td>0-49,99</td><td>Fails</td></tr> </table>	Score	Grade	85.00-100	Excellent	70.00-84.99	Good	60.00-69.99	Average	50.00-59.99	Passing	0-49,99	Fails
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50.00-59.99	Passing												
0-49,99	Fails												
Access to next level of education/training The holder of this diploma can switch to higher education programs in line with related legislation.	International agreements												
Legal basis National Education Basic Law No. 0414 Vocational Education Law No. 3308 Regulation on Ministry of National Education Secondary Education Institutions													

6. Officially recognised ways of acquiring the certificate						
1. Completing vocational and technical Anatolian High School, Anatolian vocational or Anatolian technical program providing four-year education 2. Successfully completing education program related to his/her field on vocational open education high school						
Vocational education takes 3 years after 9th grade of formal education and the percentage and duration of theoretical and applied education within the program are indicated below. Vocational education is provided both theoretical and applied.						
Description of vocational education and training received	Percentage of total programme (%)			Duration (hours/weeks/months/years)		
	Anatolian Vocaional Program	Anatolian Technical Program	Vocational Training Center	Anatolian Vocaional Program	Anatolian Technical Program	Vocational Training Center
School-/training centre-based	80	93	-	86	108	-
Workplace-based	20	7	-	22	8	-
Total duration of the education/ training leading to the certificate				108	116	-

Entry requirements

1. For formal vocational education, completing lower secondary school and not exceeding age limit according to related legislation
2. For vocational open education highschool, completing lower secondary school
3. Achieving year-end success average in line with related legislation after 9th grade which is common for Anatolian technical program
4. Achieving entrance exam for secondary education institutions for entering vocational and technical Anatolian High School, Anatolian vocational or Anatolian technical program

Additional information

This EUROPASS Certificate Supplement is prepared for graduates of 2021-2023.

More information (including a description of the national qualifications system) available at:

www.myk.gov.tr

www.tyc.gov.tr

Europass

<https://www.europass.gov.tr/>

<https://europass.cedefop.europa.eu/>

National Reference Point

<http://urn.meb.gov.tr>