Certificate supplement(*)

Turkey

1. Title of the certificate (1)
Pazarlama ve Perakende Alanı Satış Danışmanlığı Dalı
(1) In the original language

2. Translated title of the certificate (1)
Marketing and Retail Field Sales Consultancy Branch
(1) If applicable. This translation has no legal status.

3. Profile of skills and competences

The holder of this certificate;

- Possesses basic knowledge and skills in the field of marketing,
- Uses word processing, spreadsheet, and presentation software in accordance with occupational health and safety measures,
- In accordance with occupational health and safety measures, identifies customer behavior, persuades customers to make a purchase, and ensures customer satisfaction by maintaining effective communication with customers,
- Acquires basic legal knowledge and skills,
- Performs basic mathematical calculations relevant to the profession,
- Applies sales techniques,
- Performs retail operations,
- Uses communication techniques in sales,
- Conducts product sales,
- Keeps abreast of marketing regulations,
- Organizes the store using elements of store atmosphere and visual merchandising,
- Performs retail math operations,
- Uses retail software packages,
- Uses a professional foreign language.

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

- Can work as a salesperson.

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: 0414, 0416	**Grading scale / Pass requirements** 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
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. 1739
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

The duration of formal education is 4 years starting in 9th grade; the percentage and duration of each component within the program are listed below. Vocational training consists of both theoretical and practical components.

Description of vocational education and training received	Percentage of total programme (%)			Duration (hours/weeks/months/years)		
	Anatolian Vocational Program	Anatolian Technical Program	Vocational Training Centre	Anatolian Vocational Program	Anatolian Technical Program	Vocational Training Centre
School-/training centre-based	85	93	-	122	108	-
Workplace-based	15	7	-	22	8	-
Total duration of the education/ training leading to the certificate				144	116	-

Entry requirements

1. To enroll in formal vocational education, applicants must have completed middle school and not exceed the age limit specified in the relevant regulations
2. To enroll in a vocational open-learning high school, applicants must have completed middle school
3. To enroll in the Anatolian Vocational and Anatolian Technical programs at an Anatolian vocational and technical high school, applicants must pass the secondary school entrance exam or be admitted through the centralized placement system.

Additional information

This EUROPASS Certificate Supplement has been prepared for students who graduate from the relevant program in 2024 and beyond.

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