

**1. TITLE OF THE CERTIFICATE (HU)**

55 3439 01 GAZDÁLKODÁSI MENEDZSERASSZISZTENS (MARKETING SZAK)

**2. TRANSLATED TITLE OF THE CERTIFICATE (EN)**FINANCIAL MANAGER ASSISTANT (MARKETING)  
(THIS TRANSLATION HAS NO LEGAL STATUS)**3. PROFILE OF SKILLS AND COMPETENCES****A typical holder of the certificate is able to:**

- A typical holder of the certificate is able to: - support the work of economist, engineer, lawyer and physician/economist managers, relieve them of certain organisational, administrative and technical activities and perform some of their routine activities; - operate marketing tools and apply marketing techniques based on the marketing management process and the marketing strategy of the business enterprise; - carry out operative tasks independently in terms of the marketing management process and its phases; - summarize the opportunities existing in the external environment and the internal strengths and weaknesses and prepare marketing plans and decisions; - coordinate the operative marketing measures of the business enterprise; - obtain, systematize and analyse the information required for marketing activities; - provide conditions for the analysis, content and organisation of marketing plans and decisions; - participate in the coordinated implementation and organisation of marketing activities, observe deadlines and monitor achievements; - keep continuously in touch with the internal and external organisational units and organisations that are of critical importance in terms of the marketing activities of the business.

**4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE**

3619 Other financial administrators

**(\*) Explanatory notes:**

This document is designed to provide additional information about the specified certificate and does not serve as a legal certificate of vocational qualification. The format of the description is based on the following documents:

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.

More information on transparency is available at: <http://europass.cedefop.europa.eu/>

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## 5. OFFICIAL BASIS OF THE CERTIFICATE

<p><b>Name and status of the institute issuing the certificate</b></p>	<p><b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b></p> <p>In the case of vocational qualifications belonging to the competence of the Ministry of Education (OM), a vocational qualification-related independent professional committee commissioned by the OM</p>																						
<p><b>Level of the certificate (national or international)</b></p> <p><b>Level of vocational qualification according to the National Qualification Register:</b> 55 Higher level vocational qualification based on the baccalaureate.</p> <p><b>ISCED97 code:</b> 5B</p>	<p><b>Grading scale / Pass requirements</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Five -grade:</td> <td style="width: 10%; text-align: center;">5</td> <td style="width: 75%;">excellent</td> </tr> <tr> <td></td> <td style="text-align: center;">4</td> <td>good</td> </tr> <tr> <td></td> <td style="text-align: center;">3</td> <td>satisfactory</td> </tr> <tr> <td></td> <td style="text-align: center;">2</td> <td>pass</td> </tr> <tr> <td></td> <td style="text-align: center;">1</td> <td>fail</td> </tr> </table> <p>Vocational qualification examination after the completion of vocational training</p> <p>Parts of the examination: - Vocational theory - Vocational practice</p> <p>A successful vocational qualification examination requires a pass grade both in vocational theory and practice.</p>	Five -grade:	5	excellent		4	good		3	satisfactory		2	pass		1	fail							
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<p><b>Certificate number:</b> PT K</p> <p><b>Serial number:</b>  123456</p> <p><b>Certificate issue date:</b> 2023.09.14</p>	<p><b>Description of vocational theoretical and practical subjects and their grades according to the five-grade scale</b></p> <p><b>1. Grades of vocational theoretical examination subjects</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: center;">Topics/subjects of written examination</td> </tr> <tr> <td style="width: 80%;">Comprehensive (basic company operations concepts, management organisation, environmental protection, basic economic legal studies, business communication)</td> <td style="width: 20%; text-align: center;">5</td> </tr> <tr> <td>Complex (marketing, marketing research, marketing communication and strategy)</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Grade of Written Examination</td> <td style="text-align: center;">5</td> </tr> <tr> <td colspan="2" style="text-align: center;">Topics/subjects of oral examination</td> </tr> <tr> <td>Complex (marketing, marketing research, marketing communication and strategy)</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Thesis defence</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Grade of Vocational Theory</td> <td style="text-align: center;">5</td> </tr> </table> <p><b>2. Assessment of vocational practical preparedness</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: center;">Subjects of practical examination</td> </tr> <tr> <td style="width: 80%;">Diploma Work</td> <td style="width: 20%; text-align: center;">5</td> </tr> <tr> <td>Grade of Vocational Practice</td> <td style="text-align: center;">5</td> </tr> </table>	Topics/subjects of written examination		Comprehensive (basic company operations concepts, management organisation, environmental protection, basic economic legal studies, business communication)	5	Complex (marketing, marketing research, marketing communication and strategy)	5	Grade of Written Examination	5	Topics/subjects of oral examination		Complex (marketing, marketing research, marketing communication and strategy)	5	Thesis defence	5	Grade of Vocational Theory	5	Subjects of practical examination		Diploma Work	5	Grade of Vocational Practice	5
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<p><b>Access to next level of education/training</b></p> <p>To higher education</p>	<p><b>International agreements</b></p>																						
<p><b>Other information concerning the vocational training process</b></p>																							
<p><b>Legal basis</b></p> <p>Act LXXVI of 1993 on vocational training, Decree 26/2001 (VII. 27.) OM of the Minister of Education on the general rules and rules of procedure of vocational examinations, Decree 37/2003. (XII.27.) of the Minister of Education (OM) on the National Qualification Register, Ministry of Education decree 1/2003. (I. 6.) OM on the vocational and examination requirements of Financial manager assistant. .</p>																							

## 6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

Description of vocational education and training received	Percentage of total programme %	Duration (hours/weeks/months/years)
School-/training centre-based	Theory: 30-40 % Practice: 60-70 %	
Workplace-based		
Accredited prior learning		
Total duration of the education/training leading to the certificate		2 years

**Entry requirements:**

- Baccalaureate

**Further information:**

MANDATORY VOCATIONAL THEORETICAL SUBJECTS

Filled in by the exam organiser.

MANDATORY VOCATIONAL PRACTICAL SUBJECTS

Filled in by the exam organiser.

**Further information (including the description of the national grading method):**

The basis of the grading system is a list of vocational and examination requirements compiled in accordance with uniform criteria and structure, issued in the form of legal regulation that includes the following:

- identification number and description of the vocational qualification as specified in OKJ and the relevant FEOR number,
- school and vocational prequalification required for the start of the training, aptitude and vocational competence requirements and prescribed practice,
- the most typical occupation or activity accessible to the holder of the vocational qualification certificate, the short job description, and the list of related vocational qualifications,
- the duration of the training required for the vocational qualification; maximum number of hours; the ratio of theoretical and practical training; the number of vocational training classes in the vocational training school; the duration of initial training period; the possibility of organising a grade examination assessing the efficiency of practical training,
- occupational requirements of vocational qualification,
- requirements pertaining to vocational examination.

The vocational and examination requirements will be classified by the occupational group committees of the National Qualification Register (OKJ) and by the National Council for Vocational Training, and subsequently they will be issued in the form of legal regulations.

Vocational and examination requirements are available at: <http://www.nive.hu>

This certificate supplement was prepared on the basis of the instruction for filling in the Certificate Supplement published on the homepages of the National Reference Point and the National Europass Centre.

**National Reference Point – NSZFH – <http://nrk.nive.hu>**

Head of Examination Organiser:

Issue date: 2023.09.14

**SEAL**