

1. TITLE OF THE CERTIFICATE (DE) ⁽¹⁾

**Lehrabschlussprüfungszeugnis Medienfachmann/Medienfachfrau –
Marktkommunikation und Werbung**

⁽¹⁾ in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN) ⁽²⁾

**Certificate of Apprenticeship " media expert specialising in the advertising industry
and market communications " (f/m)**

⁽²⁾ This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- organisation of in-house work procedures, steps and resources
- performance of administrative tasks using business information and communications technologies
- procurement and evaluation of information
- development of concepts and strategies related to market communication
- development of media strategies and media plans
- preparation of offers and cost analyses
- co-operation in the support of customers and contractors
- application of the company-specific quality management measures
- organisation, preparation and implementation of presentations
- talks with customers
- appropriate written and oral command of language and mode of expression as well as use of job-related foreign language

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE ⁽³⁾
Range of occupations:

Employment in particular in companies of the advertising industry and market communication, as well as in advertising and marketing departments of larger enterprises.

Pursuit of regulated professions on a self-employed basis:

Qualifications pursuant to the 1994 *Gewerbeordnung* (Crafts, Trade, Service and Industry Act): The crafts, services and trades regulated on the basis of the 2002 Amendment to the *Gewerbeordnung* are subject to the provisions of the *Gewerbeordnung* on the furnishing of certificates of competency as contained in the respective regulations. Final apprenticeship examinations completed successfully replace, in particular, those parts of the master craftsperson examination which relate to subject-specific skills and competences in the various crafts and trades.

⁽³⁾ if applicable

(*) Explanatory note

This document has been developed with a view to providing additional information on individual certificates; it has no legal effect in its own right. These explanatory notes refer to 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).

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

5. OFFICIAL BASIS OF THE CERTIFICATE	
Name and status of the body awarding the certificate Lehrlingsstelle der Wirtschaftskammer (Apprenticeship Office of the Economic Chamber; for the address, see certificate)	Name and status of the national/regional authority providing accreditation/recognition of the certificate Bundesministerium für Digitalisierung und Wirtschaftsstandort (Federal Ministry of Digital and Economic Affairs)
Level of the certificate (national or international) EQF/NQF 4 ISCED 35	Grading scale / Pass requirements Overall performance: Pass with Distinction Good Pass Pass Fail
Access to next level of education/training Access to the Berufsreifeprüfung (i.e. certificate providing university access for skilled workers), a bridge course or a technical and vocational college for people under employment. Access to courses at a Fachhochschule (i.e. university level study programme of at least three years' duration with vocational technical orientation); additional examinations must be taken if the educational objective of the respective course requires it.	International agreements International agreements on the mutual recognition of apprenticeship trades have been concluded between Germany, Hungary, the South Tyrol and Austria. More information on this topic may be obtained at the Austrian Federal Ministry of Digital and Economic Affairs.
Legal basis 1. Training Regulation and Examination Regulation for Media Expert specialising in the advertising industry and market communications, BGBl. II (Federal Law Gazette) No. 150/06 (Federal Law Gazette) (enterprise-based training) 2. Curriculum framework (education at the vocational school for apprentices)	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
1. Training in the framework of the given Training Regulation for Media Expert specialising in the advertising industry and market communications and of the curriculum of the vocational school for apprentices. Admission to the final apprenticeship examination upon completion of the apprenticeship period specified for the apprenticeship trade concerned. The final apprenticeship examination aims to establish whether the apprentice has acquired the skills and competences required for the respective apprenticeship trade and is able to carry out the activities particular to the learned trade herself/himself in an appropriate manner. 2. Admission to the final apprenticeship examination in accordance with Article 23 (5) of the Berufsausbildungsgesetz (Vocational Training Act). An applicant for an examination is entitled to sit the final apprenticeship examination without completing a formal apprenticeship training if she/he has reached 18 years of age and is able to prove acquisition of the required skills and competences by means of a relevant practical or an on-the-job training activity of appropriate length, by attending relevant courses, etc.
Additional information: Entry requirements: successful completion of 9 years of compulsory schooling Duration of training: 3 ½ years Company-based training: Enterprise-based training comprises 4/5 of the entire duration of the training and focuses on the provision of job-specific skills and competences according to Article 3 of the Training Regulation, BGBl. II (Federal Law Gazette) No. 150/06, enabling the apprentice to exercise qualified activities as defined by the profile of skills and competences specified above. Education at vocational school: School-based education comprises 1/5 of the entire duration of the training. The vocational school for apprentices has the tasks of imparting to apprentices the basic theoretical knowledge, of supplementing their enterprise-based training and of widening their general education in the framework of subject oriented part-time instruction. More information (including a description of the national qualification system) is available at: http://www.edusystem.at National Europass Center: europass@oead.at Ebendorferstraße 7, A-1010 Wien; Tel. + 43 1 53408-684 or 685