



End-Point Assessment

Marketing Manager Level 6 (V1.0)

Support Pack

nqual.

C O N T E N T S

Introduction	2
EPA Timescale	3
Gateway	4
Components of End-Point Assessment	4
Project Showcase – Project Report, Presentation and Q&A	4
Component 1: Project Report	5
Component 2 & 3: Presentation and Q&A	5
Professional Discussion	6
End-Point Assessment Methods Table	7
Grading & Criteria	11
Assessment Breakdown	11
Grading Descriptors for Project Report, Presentation and Q&A	12
Grading Descriptors for Professional Discussion	17
Re-sit / Re-take	19

INTRODUCTION

This document sets out the requirements, advice, and guidance for the End-Point Assessment (EPA) of the Level 6 Marketing Manager apprentice standard. This document is designed for apprentices, employers and trainers involved within the End-Point Assessment of an apprentice studying the Level 6 Marketing Manager Standard.

An apprentice for the Level 6 Marketing Manager standard is typically 25 months of learning prior to End-Point Assessment.

This document is divided into sections covering all the relevant aspects of EPA for Level 6 Marketing Manager.

Should you require any further information other than the guidance in this document, do not hesitate to contact admin@nqual.co.uk

Within this guide you will find references to End-Point Assessments. This information has been outlined in the Institute for Apprenticeships and Technical Education, Marketing Manager Level 6 Assessment Plan. For reference, you can find this document using the link below:

[Marketing Manager L6 EPA Plan](https://www.instituteforapprenticeships.org/Marketing-Manager-Level-6-EPA-Plan)
(www.instituteforapprenticeships.org)



EPA TIMESCALE

Register with NQual

Training Providers should register apprentices for EPA with NQual a minimum of 90 days before assessment. Providers will pay a registration fee of £30.

This is when the employer, apprentice and training provider confirm that the apprentice is ready for End-Point Assessment. All evidence should be uploaded to NQual a maximum of 6 weeks prior to EPA.

Gateway

EPA Booking

The training provider should complete the booking section on the Gateway Form or training providers can arrange the booking via ACE360. NQual will confirm booking within 48 hours.

NQual will send an invoice for the remaining fee once EPA is approved.

EPA Approved

Assessment

The apprentice will complete a Project Showcase – Project Report, Presentation and Q&A, and a Professional Discussion

Results will be communicated within 10 working days of final assessment. If the apprentice passes, NQual will send details to the apprentice and training provider containing an EPA results document. If the apprentice fails, NQual will send details to the learner and training provider outlining feedback and next stages.

Results

GATEWAY

This section outlines the requirements an apprentice must have met in order to complete their End-Point Assessment.

Once the employer is fully satisfied that the apprentice has the knowledge, skills and behaviours set out within this standard, the employer can formally confirm that the apprentice is ready for EPA via Gateway.

Gateway requirements for Marketing Manager Level 6 outline the apprentice must have:

- Evidence of achieving relevant maths and English qualifications if required by funding regulations or the employer
- Gateway Document which includes Project Showcase scope / summary (no more than 350 words)

The Gateway form must be sent to NQual a minimum of 6 weeks before End-Point Assessment is carried out. NQual will accept submissions in a minimum of 4 weeks and a maximum of 4 months. There is a requirement for the Project Showcase and Presentation to be provided 2 weeks prior to proposed EPA date to ensure adequate time for assessor review / preparation.

Please note that the apprentice cannot progress to the other component of their End-Point Assessment until the Project Showcase has been passed.

You can access the NQual Gateway Form by emailing: admin@nqual.co.uk

COMPONENTS OF END-POINT ASSESSMENT

The End-Point Assessment for Marketing Manager Level 6 includes two assessment methods. These are a Project Showcase with Project Report, Presentation and Questioning and a Professional Discussion; all are outlined within this support pack in further detail.

An apprentice will not pass through to the Project Showcase's Presentation and Q&A or the Professional Discussion if they have not met the fundamental Pass criteria specified in the assessment plan. NQual will inform the apprentice, the employer, and training provider if this is the case. The Presentation and Q&A, and the Professional Discussion components will be taken on the same day either face-to-face (at the apprentice's place of work or venue operated/approved by NQual) or using video technology. The Professional Discussion should take place last.

Project Showcase – Project Report, Presentation and Q&A

The Project Showcase has 3 components – a Project Report, a Presentation and a Q&A which are marked and awarded a grade, the purpose of which are to showcase an apprentice's Marketing Plan Project. Together they should evidence the Knowledge, Skills, and Behaviours (KSBs) mapped to this assessment plan.

The Project Showcase is based upon an end-to-end Marketing Plan that the apprentice has designed and developed during the EPA period. To be clear, the Work-Based Project requires the apprentice to prepare the Marketing Plan (a key skill for a Marketing Manager), it does not require you to implement the activities defined in the plan.

Component 1: Project Report

Apprentices will be given 4 months after the Gateway to develop the Marketing Plan and complete the Project Report. The Project Report should take the form of a formal business report of 4000 words (+/- 10%), not including annexes, tables, and charts. NQual will provide appropriate guidance/criteria and templates to support production of projects. Employers, with the support of their training provider if requested, will use this project guidance/criteria to support their apprentice to develop a project plan. The project should be based on a real business requirement (i.e. not simulated) to best test competence. The project plan should be discussed and agreed at EPA Gateway by the apprentice and their line manager.

The report annexes must contain a maximum of 10 pieces of evidence relating to the project and a minimum of 8. The annex must include a mapping of the evidence to the KSBs assessed by the Project Report which will be provided by NQual to support the submission.

The Project Report, Presentation and Project Showcase Submission Doc must be submitted within a minimum of 4 weeks and a maximum of 4 months from Gateway acceptance. This needs to be marked and passed before an apprentice can continue with the other components of their End-Point Assessment. In the event that this is not passed, then the apprentice is able to resubmit based on the same project scope / topic.

Component 2 & 3: Presentation and Q&A

The focus of the 20-minute (+/-10%) presentation is for the apprentice to effectively 'pitch' their business case for their Marketing Plan (as if presenting to the 'board' to gain backing for the plan).

The presentation should focus on demonstrating:

- The key business benefits to be gained if your marketing plan were to be implemented
- How you would be applying the marketing activities defined in your plan to support business strategy/objectives.

The presentation should also:

- Highlight any resource issues that you would need support for
- Highlight any potential areas of risk, and how these would be handled/contingency plans
- How you would engage key stakeholders in the delivery, how you would use advanced stakeholder management to facilitate the delivery of the marketing project.

The Independent Assessor will not only assess the content of the presentation but also the delivery of this – looking at the apprentices delivery style, clarity and communication skills (as required in the standard). The presentation will be followed by a 30-minute (+/-10%) Q&A session with the Independent Assessor, this will allow the Independent Assessor to further discuss and test elements of the apprentice's presentation. It will also test any areas of the Work-Based Project highlighted by the Independent Assessor during assessment of the Project Report as needing further investigation.

The Independent Assessor will ask 10-12 open questions; follow up questions are allowed to seek clarification. Apprentices may refer to their Project Report, evidence contained within the Project Report annexes, presentation or presentation slides when answering the questions.

Professional Discussion

The Professional Discussion will conclude the End-Point Assessment process. Over the course of 70 minutes (+/- 10%) the Independent Assessor will holistically assess the apprentice's knowledge, skills and behaviours (KSBs) that are mapped to this method of assessment.

The Independent Assessor will typically ask 5 competency-based questions (e.g. asking for examples of...) enabling the apprentice to explain how the KSBs

were personally achieved in their role, and 5 scenario-based questions (e.g. asking for responses in/to a certain professional situation). The Independent Assessor can ask follow-up questions for clarification - to elicit further evidence that the KSBs have been attained, or otherwise, and to enable accurate assessment against the Pass/distinction Criteria.

END-POINT ASSESSMENT METHODS TABLE

The below highlights criteria that will be covered in each assessment component. Please review these details as it will provide guidance on what will be covered in each assessment component.

Learning Outcomes	What is Required	Project Showcase – Project Report, Presentation and Q&A	Professional Discussion
Knowledge			
K1	The principles and theories of marketing that support the strategic marketing process, e.g. the extended marketing mix (7P'S: Product, Price, Place, Promotion, Physical environment, Process, People), marketing management processes, product development and how to apply and align these to the business plan and strategic objectives.	✓	
K2	Brand development and safeguarding, including the analysis and planning of how a brand is perceived in the market, value propositions and delivery of tangible elements such as product pricing, packaging etc.	✓	
K3	Consumer and organisational behaviour theories and concepts, including the customer (business 2 business/consumer) decision making process and how that influences marketing strategy	✓	
K4	Advanced stakeholder management and the application of customer relationship management (CRM), both internal and external, to facilitate the delivery of marketing plans	✓	
K5	Marketing Communication planning models and budgetary methodologies.	✓	
K6	Their organisation's vision, mission, values, strategy, plans, stakeholders, customers and competitors to support the decision and planning process.	✓	
K7	The wider business perspective in which marketing operates nationally and internationally, including the influences of the internal and external market/sector, the opportunities, challenges and issues it faces, and how marketing can address these.	✓	
K8	How to measure and deliver Return on Investment in relation to marketing activities and plans	✓	
K9	The relevant industry/sector specific legal, regulatory and compliance Frameworks within which they must work, including current Data Protection regulations	✓	

K10	Effective Market research and evaluation techniques and methods and how to use the results to inform marketing planning and activities	✓	
K11	Reliable information sources and how to use these to deliver measurable improvements to marketing activities, including how metrics are used to measure these.	✓	
K12	New and emerging trends and themes in marketing	✓	
K13	The principles of product and service design and implementation and portfolio management		✓
K14	The features and benefits of different marketing communications, and routes to market, and how to leverage these to maximum effect, including the use of appropriate digital channel and systems.	✓	
Skills			
S1	Lead and implement a clear marketing plan and strategy, linked to business requirements to sustain a marketing advantage	✓	
S2	Develop effective marketing campaigns and channels, assessing their features and benefits to best meet business requirements and customer needs	✓	
S3	Develop detailed integrated marketing plans for all products/ services using offline and digital media tools - works with marketing team/ specialist agencies to do this.	✓	
S4	Influence negotiate and persuade at senior level collaborating with a wide range of stakeholders internally and externally to gain support/backing for marketing delivery	✓	
S5	Act as a consultant, providing professional marketing advice to stakeholders around the business or to external clients as relevant		✓
S6	Present complex information in an understandable and stimulating way whether through effective verbal presentation or creative written copy.	✓	
S7	Oversee, manage and approve key marketing activities/projects.		✓
S8	Deliver measurable marketing outcomes against key performance indicators and identify and drive continuous improvement, challenging existing processes and procedures where needed	✓	

S9	Effectively plan and manage the marketing budget, to deliver on strategic objectives, and evaluate and justify return on marketing investment	✓	
S10	Effectively engage, negotiate and manage third party suppliers and internal stakeholders.	✓	
S11	Effectively evaluate marketing activities using measurement data and analytics to identify relevant key performance indicators (KPI) and return on marketing investment in order to meet business objectives.	✓	
S12	Assimilate and analyse complex data and information from a range of sources to evolve, lead and plan marketing activities	✓	
S13	Seek out opportunities to increase income generation and gain new business e.g. new products, markets and services as relevant	✓	
S14	Construct a robust business case in support of marketing activities/plans	✓	
S15	Effectively manage and develop stakeholder relationships at senior level.		✓
S16	Assess business risks and reputational impacts of marketing activities	✓	
S17	Inspire and motivate internally and externally to deliver marketing plans effectively, acting as a role-model for marketing best practice and taking responsibility for improving their own and the team's and/or stakeholder performance, as relevant.		✓
S18	Effectively use appropriate business systems and software to deliver marketing outcomes efficiently, for example to analyse data, inform search engine marketing, produce reports and deliver copy.	✓	
S19	Actively interrogate systems and information sources to make judgments on when to introduce new ways of working/identify new systems/processes to improve marketing activities or address those new requirements and /or marketing trends.	✓	
Behaviours			
B1	An ability to anticipate and adapt to change	✓	
B2	A highly motivated and driven approach acting with courage to drive through necessary changes and deliver difficult or long-term projects		✓
B3	A creative and innovative approach	✓	

B4	An analytical mind, with an insight and ideas driven approach to meet business benefits and inspire action in others	✓	
B5	A willingness to learn from mistakes, as not all activities go to plan, and improve future delivery/campaigns as a result		✓
B6	They act as a role model for marketing activities and business changes within the team and organisation, taking others with them.		✓
B7	A high level of professionalism, reliability and dependability with a passion for the customer, also encouraging those behaviours in others		✓
B8	A collaborative approach is central to how they work, showing empathy and being mindful to the needs/views of others	✓	
B9	Ethical behaviour in the way they approach marketing activities and their work, valuing equality & diversity, they act as a role model for that behaviour	✓	

GRADING & CRITERIA

Assessments contained within this plan will result in you achieving a Fail, Pass, Merit and Distinction. This decision is dependent on whether you have met the standard and its End-Point Assessment criteria.

In order to pass apprentices must achieve 100% of the Pass criteria. To be awarded a Distinction, apprentices must achieve 100% of the Pass criteria, at least 8 Distinction descriptors for the Project Showcase and at least 4 descriptors for the Professional Discussion. To achieve a Merit, apprentices must achieve a Distinction in the Project and a Pass in the Professional Discussion.

The decision will be communicated to apprentices within 10 working days of completion of the final component.

Grading Breakdown

An outline of the overall grading combinations can be found below:

Assessment Methods 1: Project Showcase	Assessment Methods 2: Professional Discussion	Overall Grade
Fail	Any Grade	Fail
Any Grade	Fail	Fail
Pass	Pass	Pass
Pass	Distinction	Pass
Distinction	Pass	Merit
Distinction	Distinction	Distinction

Pass and Distinction descriptors can be found in the tables below and are separated into Project Showcase - Presentation and Q&A, and Professional Discussion.

Grading Descriptors For the Project Showcase, Presentation and Questioning

KSBs	Pass Descriptors	Distinction Descriptors	Guidance
Project Report			
K5, S1, S11, S12, S14	<p>Produce a project report that covers the analysis, strategy, tactics and planned implementation and evaluation of an end-to-end marketing plan, which is linked to a business requirement. (K5, S1, S11, S12)</p> <p>Project report Follows an appropriate Format for a business case and explains the business case clearly with some supporting evidence (K5, S14)</p>	<p>Business case is reasoned, with clear and a range of impactful evidence provided in support of the plan (S14)</p>	<p>Pass</p> <p>Analysis: Consideration of market, competitors, consumer behaviour and business capabilities / resources. Strategy: Marketing objectives, target audience, marketing mix and digital strategy.</p> <p>Tactics: Consideration around marketing channels, content strategy, promotion and budget allocation.</p> <p>Implementation: Timelines, responsibilities. Resource allocation</p> <p>Evaluation: KPIs, tools for monitoring and measuring data and adjusting strategy.</p> <p>Distinction</p> <p>The report should be well-structured, concise, and supported by relevant data and evidence to make a compelling business case for the proposed marketing plan. Suggestions of discussion topics would include market research data, financial projections / ROI, risk assessment and quantifiable goals / metrics. <i>(This is not an Extensive List)</i></p>

<p>K1, K3, K5, K7 S2, S9, S11, S12, S14 B3, B4</p>	<p>Provides evidence that they have based the preparation of the plan on recognised strategic marketing theories, models and Frameworks – with at least 3 recognised theories/models referenced (K1, K5)</p> <p>Articulates an understanding of consumer and organisational behaviour theories in the preparation of the marketing plan, can articulate how these can influence marketing strategy (K3)</p> <p>Articulates how the marketing campaign/channels/activities selected as part of their marketing plan were chosen to meet business requirements and /or customer needs (K3, S2, B4)</p> <p>Provides evidence that they have analysed the market environment and articulates an understanding of at least one key business/sector issue impacting the marketing plan (K7, S12)</p>	<p>Demonstrates how they have adapted existing models or Frameworks to better support their specific strategy or plan. (K1, K5, B3)</p> <p>Shows significant insight into the stakeholder groups impacted by the marketing activity/project delivered. (K3, S2)</p> <p>Articulates how they have taken research and analysis Further, for example by looking outside of their industry for ideas/innovations that they could apply to their plan, analysis of competitor activity, undertaken additional customer research or research into customer or organisational behaviour to support their business case (K7, S12)</p> <p>Shows understanding of different financial metrics that can be used to make a business case and evaluate marketing activity e.g. cashflow; breakeven point; payback period (K5, S9, S11, S14).</p>	<p>Marketing Theories / Models</p> <ul style="list-style-type: none"> • 7 P's of Marketing Mix • SWOT Analysis • Maslow's Hierarchy of Needs • Market Segmentation • Customer Segmentation Funnel – Awareness, Interest, Consideration, Purchase & loyalty • Porters 5 Forces • PESTLE Analysis • Boston Matrix • McKinsey Matrix • Kotlers 5 Product Levels <p>Consumer / Organisational Theories</p> <ul style="list-style-type: none"> • 4 Ps • Theory of Planned Behaviour (TPB) • Maslow's Hierarchy of Needs • Social Learning Theory • Innovation Theory • Howard-Sheth Model
<p>K5, K8, K9, K12 S8, S9, S11, S12, S18, S19 B3</p>	<p>Articulates that they have considered how their plan will achieve a return on marketing investment, including reference to a suitable method of how they would measure this ROI. This should include a description of how they would plan and manage the budget for the marketing plan, referencing at least one appropriate budgetary methodology, and reference to the existing KPIs they aim to be improve (K5, K8, S9, S11)</p>	<p>Provides additional detail in their business case on how they expect return of investment (ROI) to be achieved through the plan, for example showing analysis of relevant KPIs and measurement data e.g. sales/service levels/customer recognition/customer satisfaction and articulates how they would evaluate these following implementation of the plan to measure ROI (K5, K8, S9, S11, S12)</p>	<p>Pass</p> <p>Clear understanding as to how the business develops, allocates, and manages their budgets effectively. The apprentice should be able to effectively articulate how they operate to ensure that financial resources are allocated efficiently to support organisational goals and priorities. Clear understanding as to the impact their marketing plan would have and the</p>

	<p>Can articulate when questioned how their marketing plan would provide/add value for customers and/or the business (K8, S11)</p> <p>Articulates how they have used and interrogated data/information and appropriate systems and processes to enable effective delivery of the project plan to its objectives. (S18, S19)</p> <p>Articulates how they have considered any relevant industry/sector legal/regulatory/compliance frameworks when developing their plan (K9)</p>	<p>Can articulate how they used new or innovative ways of working and/or innovative processes when looking to achieve return on marketing investment. (K12, B3)</p> <p>Has implemented or identified new or creative systems/ methods/ processes/service improvements as part of their plan (S8, S19, B3)</p>	<p>benefits. Understanding / consideration of relevant policies and legal requirements that impact their sector / organisation</p> <p>Distinction</p> <p>Clearly defining how ROI will be measured, with examples, and the impact this would have. Example of how they have used or introduced an innovative way of working to measure ROI.</p> <p>Example as to how they have introduced new ways of working and helped improve processes or streamlined ways of working.</p>
Project Showcase - Presentation and Q&A			
<p>K6, K10, K11</p> <p>S1, S2, S3, S6, S12, S13</p> <p>B4</p>	<p>Articulates how their marketing plan is linked to business requirements/objectives and articulates an understanding of the organisation's vision, mission, values, strategy, plans, stakeholders, customers and competitors (K6, S1, B4)</p> <p>Articulates an understanding of the features and benefits of marketing communication tools and routes to market when selecting marketing activities/channels/campaigns for their plan (S2, S3) providing at least one example of how they have considered features and benefits of the campaign/channels selected identifies at least one opportunity to grow business as part of their business case (S13, B4)</p> <p>Demonstrates that they can present complex information in an understandable way whether written or verbal – for example the business</p>	<p>Demonstrates that they have critically analysed the features and benefits of a range of campaigns /channels/activities and provided reasoned rationale as to their choices linked to plan objectives (S2, S3)</p> <p>Demonstrated the use of a wide range of marketing research methods and data sources. Evidence that research findings used not only to support the plan/project, but also to inform the need for improvements on an on-going basis. (K10, K11, B4)</p> <p>Articulates risks or challenges related to the data/information and /or market research – shows they have analysed those risks and accounted for them when using the information/source (K11, B4)</p>	<p>Pass</p> <p>Clearly outline the business objectives that the marketing plan aims to support or achieve. Demonstrate how each component of the marketing plan contributes to achieving these objectives. For example, specify how marketing strategies and tactics will drive sales growth or enhance brand perception. Clear explanation as to how they ensure their work is free from bias. One example of features/benefits of campaign/channel selected and one opportunity to grow business as part of their business case.</p> <p>Distinction</p> <p>Critical analysis outlining the pros and cons of at least 2 campaigns /channels/activities and why their chosen approach was fit for purpose.</p>

	<p>case report Follows a logical and clear structure, using appropriate language, uses suitable methods to display and communicate – For example suitable use of tables, charts, diagrams as appropriate (S6)</p> <p>Has provided evidence to show they have defined the marketing research needs to support the project plan. They have ensured that data is analysed and transformed effectively into information, avoiding bias and data overload. Evidenced that they have created a system for analysis of information and have generated insights from this (K10, K11, S12, B4)</p>		<p>Clearly demonstrate and outline at least 2 market research tools used and how they aim to use these when supporting with long term improvement / growth.</p> <p>Challenges may arise that can potentially impact the reliability, accuracy, and effectiveness of the research findings. Examples would include sampling bias, data quality, market volatility, ethical / privacy concerns and resource constraints.</p>
<p>K2, K4, K5, K12</p> <p>S1, S4, S6, S10, S14, S16</p> <p>B3, B4, B8, B9, B10</p>	<p>A pitch presentation is prepared using suitable creative methods and communicates a clear business case for the Marketing Plan, the pitch should clearly identify the key business benefits to be achieved by implementing their plan (S1, S6, S14, B3).</p> <p>Clearly and concisely articulate how they would be applying the defined marketing activities in the plan to support business strategy/objectives. (S1, B4)</p> <p>The presentation is delivered to a 20-minute timeframe. Professional communication and influencing skills are demonstrated during the presentation and Q & A session. (S4, S6).</p> <p>This should include that they can articulate the detail of their project and examples from it and provide reasons for decisions/actions taken.</p>	<p>Can describe how their marketing plan proactively safeguards their brand (K12)</p> <p>Demonstrates that they have undertaken a robust risk analysis – by not just recognizing or adapting to changes/new scenarios as they arise, but by actively planning for those and putting in place contingency plans – for example by identifying insights through horizon scanning/research (e.g. emerging risks/competitor activity, political impacts) and articulating how plans might need to be adapted to account for those (S16, B1, B4)</p> <p>Can articulate and in-depth insight into customer needs, stakeholder requirements, and the way in which their marketing plan is designed taking these elements into account. (K4, B8)</p>	<p>Pass</p> <p>Clearly define and articulate how they adapt to changing circumstances and the processes / tools put in place to identify and manage risk. Clear examples provided where applicable. Importance of risk communication and stakeholder engagement. Helps to foster trust and accountability and the impact this has on success of their project.</p> <p>Distinction</p> <p>Clearly define the importance of safeguarding their brand and any considerations around building trust, customer loyalty, risk mitigation and attracting talent. Consideration of effective methods of managing risk e.g risk register, qualitative / quantitative analysis and the importance of continuous improvement.</p>

	<p>Can articulate how brand strategy has been developed in their organisation and how their marketing plan supports that brand (K2)</p> <p>Can articulate the resources that they would need support for to deliver the plan, including ways in which marketing planning communication models and budgets should be used to best advantage. (S1, K5)</p> <p>Demonstrates that they have conducted a risk assessment as part of their business case, and shows consideration of any reputational risks linked to their marketing plan (S16)</p> <p>Demonstrates an ability to anticipate and adapt to change during the implementation of the marketing plan/project for example by adapting their plan to account for a new competitor activity, political situation, or news story. (B10)</p> <p>Can articulate how they engaged and collaborated with key stakeholders in development of their plan, including an example of how stakeholder/s input helped shape the plan (S4, S10, B8).</p> <p>Can describe how they would use stakeholder management to facilitate the onwards delivery of the marketing plan, including how they would manage and inspire others to support and deliver the plan (K4, S4, B4, B8)</p> <p>Can articulate an awareness of new and emerging developments/trends in marketing that are relevant to their marketing plan. (K12)</p>	<p>Can demonstrate that their collaboration with stakeholders during the project planning has created mutually supportive working relationships and/or gone beyond what might be expected – this might include collaborating and seeking views from a wider set of stakeholders, perhaps those outside the marketing function or the organisation (as appropriate to the project) or shown collaboration and buy-in for the plan at senior/strategic level (S4, S10, B8)</p> <p>Can demonstrate that they have used new marketing concepts/ideas/emerging trends to support their marketing plan and have taken a strategic view and critical analysis of those new ideas/trends – providing an idea of how the organisation's marketing strategy /activities should change/develop based on these (K12, B3, B4)</p>	<p>How they are working to improve the organisations risk management processes, practices, and capabilities based on lessons learned, best practices, and feedback from stakeholders.</p> <p>Foster a culture of risk awareness, accountability, and continuous learning throughout the organisation to enhance resilience and adaptability in the face of evolving threats and uncertainties.</p> <p>Impact / importance of working in an ethically compliant manner. Considerations for this may include ensuring positive social change through ethical practices, reduce legal and financial risks, attracting and retaining good talent and maintaining trust and credibility.</p>
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	<p>Can articulate use of a creative/innovative approach to the preparation of the plan or how they plan to deliver it –using at least one example from their project to demonstrate this (B3, B4)</p> <p>Can articulate the importance of why an ethical approach to marketing, including valuing equality and diversity is important, and can provide an example of how they considered this when developing their marketing plan (B9)</p>		
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Grading Descriptors for the Professional Discussion

KSBs	Pass Descriptors	Distinction Descriptors	Guidance
K13 S5, S7, S16, S17 B2, B5, B6, B7	<p>Provided evidence during questioning that they understand and consistently use the knowledge, skills and behaviours mapped to this assessment method.</p> <p><i>Answered questions using relevant examples to demonstrate their understanding of marketing strategy and its role in business at the appropriate level OR How they would apply this in the given scenarios:</i></p> <p>Can articulate principles of product/service design and implementation and can describe how these can be used to assess the demand for a service/product. (K13)</p>	<p>Provide reasoned and justified answers to questions or scenarios, and consistently evidence that they can apply their knowledge effectively in the workplace. For example, proactively illustrate their reasons or referring to the wider marketing context or theories/models.</p> <p>Used examples that demonstrate a depth of understanding and insight during the discussion that goes beyond their role, for example they proactively discuss and demonstrate a wider understanding of the challenges and issues</p>	<p>Pass</p> <p>Consideration of Fundamentals which ensure success within the market. Outline principles followed and how they are used to assess demand for a product or a service. What professional marketing advice has been provided to benefit the overall strategy / organisation. This could include examples around market research and analysis, strategic planning, campaign execution, brand management and training and education. Specific and defined examples where appropriate as to how they lead teams, driven</p>

	<p>Can articulate ways in which professional marketing advice might be given for the benefit of the organisation – providing at least one example of how they have acted as a consultant to stakeholders internally or clients externally (as appropriate to role). Can articulate the importance of acting professionally in that situation (S5, B5)</p> <p>Can demonstrate their ability to lead and drive a marketing activity/project – by providing an example of how they did this, or applying what they have learnt to a given scenario to demonstrate this (S7, S17), this should include illustrations of how they maintained their motivation throughout and supported others to do the same, and delivered the activity despite set backs or long timescales (B2)</p> <p>Can articulate how they have improved their own performance and that of their team/and or stakeholders – for example they may have set and monitored new KPIs/objectives to drive improved performance, implemented a new or more efficient process/way of working (S17, B6, B7)</p> <p><i>Provides evidence that they meet the criteria for behaviours in the Standard and provide examples of how they demonstrate these behaviours in the workplace, or how they would apply these in the given scenarios:</i></p> <p>Can articulate through an example how they have been inspirational and/or acted as a motivator within their team or more widely – for example by acting as a role-model when</p>	<p>facing organisations in the sector and how those impact on their work.</p> <p>Demonstrates through examples that they regularly go beyond expectations – and deliver more than expected – for example where they have exceeded performance requirements, or KPIs, have undertaken additional projects to add value, had their excellent performance recognised by the business and /or customers.</p> <p>Can provide at least one example of where their marketing advice has had measurable benefits to the stakeholders/customers involved or for the business (S5)</p> <p>Can describe how changes they recommended/identified could drive improvements to the organisation, and or wider sector.</p> <p>Can demonstrate how they have proactively sought opportunities to be a role-model for the sector/marketing/organisation as appropriate, for example by acting as ambassador outside of the organisation – such as external speaking events, arranging networking opportunities, best practice sharing, mentoring opportunities (S16, B2, B6)</p> <p>Can articulate an example of where improvements they have made based on past performance, have had significant impact, for example have resulted in cost savings, improved productivity or enhanced performance against KPIs (B5).</p>	<p>innovation, motivate their team, improve performance are adaptable and able to learn from mistakes.</p> <p>Distinction</p> <p>Provide real and defined examples where applicable as per distinction descriptors. Consideration and understanding of external factors which may effect their organisation and sector (PESTLE). Awareness of marketing models / theories and how these are applied within their role. Able to demonstrate ROI regarding the impact their advice has had on their stakeholders, customers, or business. Clear understanding of their role within the organisation and how they contribute to ensuring business success. Various relevant examples provided.</p>
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	<p>changes are needed or by sharing good news/best practice – internally/externally (S16, B2, B6)</p> <p>Can describe an example of where they have learnt from mistakes or challenging situations and illustrate how they have adapted/improved future ways of working/marketing activities as a result (B5)</p> <p>Can articulate through examples how they demonstrate their reliability and dependability in their work – for example (B7)</p> <p>Can describe how they have acted as a role model for marketing or marketing activities for example (B6)</p>		
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Re-sit / Re-take

If an apprentice fails one or more component, they will be offered the opportunity to re-sit / re-take the component(s). It is then up to the apprentice's employer how many attempts an apprentice is given.

All assessment methods must be taken within a 2-month period, otherwise the entire EPA will need to be resat / retaken.

Where any assessment method must be re-sat or re-taken, the apprentice will be awarded a maximum EPA grade of Distinction (there is no limit to grades on re-sit/re takes). Re-sits and re-takes are not offered to an apprentice wishing to move from Pass to a higher grade.



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