



Overview

End-Point Assessment (EPA) is the final assessment for an apprentice. An apprentice cannot achieve their apprenticeship without passing the End-Point Assessment.

EPA is an opportunity for an apprentice to showcase what they have learnt during their time on programme. This assessment includes a Written Report with Presentation and Questioning and Interview component.

The apprentice will be given the opportunity to complete their End-Point Assessment either face-to-face or remotely.



Gateway

Gateway requirements for a Multi-Channel Marketer Level 3 apprentice are;

- Evidence of achieving relevant maths and English qualifications if required by funding regulations or the employer
- Portfolio of Evidence typically containing 12 pieces of evidence
- Portfolio Mapping Document
- Gateway document which includes Work-Based Project scope, subject, and title (500 word cap)
- Typically, 18 months on programme



Assessment Methods

Project Report with Presentation and Questioning

The Project Report must have a word count of 2500 words. A tolerance of 10% above or below is allowed at the apprentice's discretion. Appendices, references and diagrams are not included in this total.

The Presentation with Questions must last 45 minutes, typically split into a 20-minute presentation followed by a 25-minute questioning session. The Independent End-Point Assessor can increase the time by up to 10%.

The independent assessor must ask at least 6 questions. Follow up questions are allowed where clarification is needed.

Interview Underpinned by Portfolio of Evidence

The Interview Underpinned by Portfolio of Evidence is a two-way structured discussion between the apprentice and the Independent End-Point Assessor. 2 weeks' notice must be given for the associated component to ensure that the assessor has sufficient time to review the portfolio. Detail on criteria covered can be found within our support pack. The Interview lasts for 60 minutes and will be carried out online unless otherwise agreed at Gateway.



Multi-Channel Marketer Level 3 (V1.1)



admin@nqual.co.uk



01925-964-903



Results

Results will be communicated within 10 working days of the final assessment.

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.

Where any assessment method must be re-sat or re-taken, the apprentice will be awarded a maximum EPA grade of Pass. Re-sits and re-takes are not offered to an apprentice wishing to move from Pass to a higher grade.



Multi-Channel Marketer Level 3 (V1.1)



admin@nqual.co.uk



01925-964-903