End-Point Assessment

Multi-Channel Marketer Level 3 (V1.1)

Support Pack

nqual.

CONTENTS

INTRODUCTION

This document sets out the requirements, advice, and guidance for the End-Point Assessment (EPA) of the Level 3 Multi-Channel Marketing apprentice standard. This document is designed for apprentices, employers and training providers involved within the End-Point Assessment of an apprentice studying the Level 3 Multi-Channel Marketer standard.

An apprentice for the Level 3 Multi-Channel Marketer standard is typically 18 months of learning prior to End-Point Assessment.

This document is divided into sections covering all the relevant aspects of EPA for Level 3 Multi-Channel Marketer.

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, Multi-Channel Marketer Assessment Plan. For reference, you can find this document using the link below:

Multi-Channel Marketer L3 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.

Gateway

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 minimum of 4 weeks prior to EPA.

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.

EPA Approved

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

Assessment

The apprentice will complete a Project Report, Presentation and Questioning, and an Interview Underpinned by a Portfolio of Evidence.

Results

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.

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 Multi-Channel Marketer outline the apprentice must have:

- **Evidence of achieving relevant maths and English qualifications if required by funding regulations or the employer**
- **Portfolio of Evidence**
- **Gateway document which includes work-based project scope, subject and title (no more than 500 words)**

The Gateway form must be sent to NQual a minimum of 4 weeks before End-Point Assessment is carried out, along with the portfolio of evidence.

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

COMPONENTS OF END-POINT ASSESSMENT

The End-Point Assessment for Multi-Channel Marketer includes two assessment methods. These are a Project Report with Presentation and Questioning and an Interview Underpinned by Portfolio of Evidence; all are outlined within this support pack in further detail.

Project Report, Presentation and Questioning

The apprentice must complete a project that aligns with the criteria for this assessment method. The project should follow a multi-channel approach to the planning, delivery, and evaluation of a marketing campaign.

Examples of the types of projects an apprentice could submit include:

- Plan and deliver a social media campaign across different channels, targeting new customers, which drives traffic to the website to provide a discount code for a customer's first purchase.
- Use email marketing software to contact existing customers to promote a new collaboration with an influencer, supported by offline marketing promotions such as leaflets. Analyse and evaluate the different elements of the campaign to make overall recommendations for the future.
- Analyse and evaluate a multi-channel marketing campaign that has previously taken place. Identify any strengths or weaknesses and use these to deliver a similar campaign, then evaluate the campaign performance.

To ensure the project allows the apprentice to meet the KSBs mapped to this assessment method to the highest available grade, the EPAO must sign-off the project's title and scope at the gateway to confirm it is suitable. The EPAO must refer to the grading descriptors to ensure that projects are pitched appropriately.

The project output must be in the form of a report and presentation.

The research and written project report must start after the apprentice has gone through the gateway. The employer should ensure the apprentice has the time and resources, within the project period, to plan and complete their project.

The apprentice may work as part of a team to complete the project, which could include internal colleagues or technical experts. The apprentice must however, complete their project report and presentation unaided and they must be reflective of their own role and contribution. The apprentice and their employer must confirm this when the report and any presentation materials are submitted.

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 be structured to give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method to the highest available grade.

The Presentation with Questions must last 45 minutes. This will typically include a presentation of 20 minutes and questioning lasting 25 minutes. The independent assessor must use the full time available for questioning. The independent assessor can increase the time of the presentation and questioning by up to 10%. This time is to allow the apprentice to complete their last point or respond to a question if necessary.

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

The apprentice must prepare and deliver a presentation to an independent assessor. After the presentation, the independent assessor must ask the apprentice questions about their project, report and presentation.

The apprentice must submit any presentation materials to NQual at the same time as the report - by the end of week 12 of the EPA period. The apprentice must notify NQual, at that point, of any technical requirements for the presentation.

The Presentation with Questions must take place in a suitable venue. For example, a quiet room free from distractions and influence.

Interview underpinned by Portfolio of Evidence

In the interview, an independent assessor asks the apprentice questions. It gives the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method.

The apprentice can refer to and illustrate their answers with evidence from their Portfolio of Evidence.

The interview must be structured to give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method to the highest available grade.

The apprentice can refer to and illustrate their answers with evidence from their Portfolio of Evidence however, the Portfolio of Evidence is not directly assessed.

The interview must last for 60 minutes. The independent assessor can increase the time of the interview by up to 10%. This time is to allow the apprentice to respond to a question if necessary.

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

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 Report with Presentation and Questioning	Interview Underpinned by Portfolio of Evidence
Knowledge			
K1	Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used.		✓
K2	The business' structure, vision, priorities, and objectives, and how their marketing role supports these.	✓	
K3	Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities.	✓	
K4	What a marketing plan is, how it is built and its purpose.		✓
K5	The importance of competitor analysis and how to undertake it.		✓
K6	Brand theory such as positioning, value, identity, guidelines, and tone of voice.	✓	
K7	Create content using principles of design and copywriting, and how to adapt for online and offline mediums e.g., writing digital content for the web compared to leaflets.		✓
K8	Current and emerging technologies, software and systems which impact on marketing.		✓
K9	Relevant regulatory and legislative requirements such as data protection, GDPR, cyber security, trading laws, and copyright law for the handling and processing of data and its application.		✓
K10	Principles of conducting marketing communications in an ethical and diverse manner.		✓

K11	How internal stakeholders work to support the delivery of all marketing campaigns.	✓	
K12	Common marketing channels, cross channel behaviour, and how to manage and operate an integrated campaign using online and offline channels.		✓
K13	How to brief and manage external marketing suppliers.		✓
K14	Adapt communications for appropriate stakeholders and internal audiences.	✓	
K15	The principles of content marketing, and content creation.		✓
K16	Budget management and how to measure return on investment (ROI).		✓
K17	The metrics for the delivery and evaluation of marketing activity	✓	
K18	The importance of reviewing campaigns regularly to ensure effectiveness and optimisation.	✓	
K19	The campaign management process including research, planning, budgeting, implementation, and delivery.	✓	
K20	Tools used to support campaign management such as social media, Gantt charts, data analytics, and project management software.	✓	
K21	The customer journey including customer offline and digital touchpoints, customer personas, how to engage customers at different stages of their journey, sales funnels and how to segment an audience for targeting.		✓
K22	The impact marketing has on the level of customer service or the customer experience, including community management channels		✓
K23	Quality management and the maintenance of online and offline assets.		✓

Skills			
S1	Develop or interpret briefs for external or internal stakeholders and measure delivery in-line with the specification and agreed timelines	✓	
S2	Plan and coordinate a marketing activity using marketing tactics to acquire and retain one or more customer segments using available resources.	✓	
S3	Contribute to the generation of innovative and creative approaches across video, images, and other formats, both online and offline, to support campaign development.	✓	
S4	Use research/survey software to gather audience insight and/or evaluation to support the project.	✓	
S5	Use copywriting techniques to write persuasive text/copy to meet a communications objective ensuring it is in-line with organisational brand guidelines.	✓	
S6	Build and implement multi-channel campaigns across a variety of platforms, either offline or digital media.		✓
S7	Proofread marketing copy ensuring it is accurate, persuasive and is on brand.	✓	
S8	Use software to design and create marketing assets to meet the technical specification.		✓
S9	Contribute to the research of external suppliers to support recommendations and procurement of marketing goods and services.		✓
S10	Organise offline and digital assets ensuring they are co-ordinated and legally compliant.		✓
S11	Use a website content management system to publish text, images, and video/animated content.		✓
S12	Create and maintain spreadsheets to support marketing activities such as project/budget planning and organisation of marketing assets.	✓	

S13	Use technology and software packages to support day to day activities, e.g., stakeholder communications, development of briefs, data analysis, report writing, presentations and project management.	✓	
S14	Identify and use data and technologies to achieve marketing objectives	✓	
S15	Monitor and amend campaigns to meet budget requirements including time and monetary costs.		✓
S16	Review campaigns regularly to ensure effectiveness, to optimise the results.	✓	
S17	Measure and evaluate campaign delivery to identify areas for improvement.	✓	
S18	Use data analysis tools to record, interpret and analyse customer or campaign data.		✓
Behaviours			
B1	Has accountability and ownership of their tasks and workload.	✓	
B2	Takes responsibility, shows initiative and is organised.	✓	
B3	Works flexibly and adapts to circumstances.		✓
B4	Works collaboratively with others across the organisation and external stakeholders.	✓	
B5	Seeks learning opportunities and continuous professional development.		✓
B6	Acts in a professional manner with integrity and confidentiality.		✓

GRADING & CRITERIA

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

In order to achieve a Passing grade, the apprentice must gain a minimum of a Pass in all components of the End-Point Assessment. To be awarded a Distinction, the learner must achieve all of the Pass and Distinction criteria. The decision will be communicated to the apprentice within 10 working days of completion of the final component.

Assessment Breakdown

The final grade will be decided on the following combinations:

Assessment Method 1: Project Report, Presentation with Questioning	Assessment Method 2: Interview Underpinned by Portfolio of Evidence	Overall Grading
Fail	Any Grade	Fail
Any Grade	Fail	Fail
Pass	Pass	Pass
Pass	Distinction	Merit
Distinction	Pass	Merit
Distinction	Distinction	Distinction

The Pass and Distinction descriptors can be found in the tables below separated into Project Report, Presentation with Questioning, and Interview Underpinned by Portfolio of Evidence.

Grading Descriptors for Project Report, Presentation with Questioning

KSBs	Pass Descriptors	Distinction Descriptors
Marketing Methods, Principles, & Practices K6 K17 S2	Selects appropriate metrics for the delivery and evaluation of marketing activity applying them accurately to elicit valid data (K17). Uses valid data and resources to plan and demonstrate how marketing activities effectively retain and acquire customer segments (K6, S2). Explains how they have effectively applied relevant marketing theories, concepts, and principles to inform their decision making, drawing upon evidence to support their reasoning (K1, K4, K15).	Justifies their plan for the choice of marketing activities and resources used to retain and or acquire customer segments (K17, S2).

Business & Organisation K2 K3	Explains the role that they play in the organisation's structure, vision and objectives and the impact it has on the wider environment and sustainability on marketing activities (K2, K3).	Evaluates the benefits and limitations of the proposed project recommendations to their organisation (K2).
Communication & Copywriting K14 S5 S7 B4	Explains how they work collaboratively and adapt their communication style for stakeholders and internal audiences (K14, B4). Demonstrates copywriting techniques to write communications that are in line with organisational brand guidelines ensuring that it is proofread for accuracy (S5, S7).	Justifies the communication methods used to present their findings and why others were not suitable (K14). Evaluates the suitability of different copywriting techniques for different marketing communications, making valid and evidence-based recommendation (S5).
Campaign Management K11 K18 K19 K20 S1 S3 S16 S17 B1 B2	Explains clearly how campaign management process and tools used or proposed are appropriate, valid, and taking responsibility to enable effective reviews to take place leading to improvements in results with internal stakeholders engaged in the process (K11, K18, K19, K20, B2). Measures and evaluates campaign delivery, accurately interpreting data to draw valid and accurate conclusions and ownership of the workload (S1, S3, S16, S17, B1).	Evaluates the strengths and weaknesses of different approaches used for campaign management and how the data that comes from the campaign management process can be used to informs the recommendations (K18, K19, S3, S16).
IT & Digital S4 S12 S13 S14	Applies advanced techniques to the use of software packages to contribute to campaign management and achieving marketing objectives (S4, S12, S13, S14).	

Grading Descriptors for Interview Underpinned by Portfolio of Evidence

KSBs	Pass Descriptors	Distinction Descriptors
Marketing Methods, Principles, & Practices K6 K17 S2	Selects appropriate metrics for the delivery and evaluation of marketing activity applying them accurately to elicit valid data (K17). Uses valid data and resources to plan and demonstrate how marketing activities effectively retain and acquire customer segments (K6, S2). Explains how they have effectively applied relevant marketing theories, concepts, and principles to inform their decision making, drawing upon evidence to support their reasoning (K1, K4, K15).	Justifies their plan for the choice of marketing activities and resources used to retain and or acquire customer segments (K17, S2).

Regulation & Legislation K9	Explains the regulatory and legislative requirements for handling and processing of data in their marketing role (K9).	
Marketing Communications K10 B5	Describes the principles of conducting marketing communications and why it is important that this is undertaken in an ethical and diverse manner (K10). Explains how they identify and seek out opportunities for professional development (B5).	
Customer Experience & the Customer Journey K13 K21 K22 B6	Outlines how they brief and manage external suppliers in a professional manner with integrity and confidentiality (K13, B6). Describes the customer journey including offline and digital touchpoints, customer personas, sales funnels and how they segment audiences for targeting and the impact that marketing has on customer service or experience (K21, K22).	Analyses the impact of customer targeting and make evidence-based recommendations on how to improve the customer journey (K21, K22).
Research & Campaign Planning K5 S9	Outlines the importance of competitor analysis and how this would be undertaken and contribute to the research of external suppliers to support recommendations (K5). Contributes to research of external suppliers and make recommendations for the procurement of marketing goods and services (S9).	
IT & Digital Tools K7 K23 S8 S10	Discusses how to create content and how this would be adapted for different online and offline mediums using software to produce assets, organising offline and digital assets to ensure they are co-ordinated and legally compliant (K7, K23, S8, S10).	
Campaign Implementation & Management K12 K16 S6 S11 S15 B3	Summarises the common marketing channels and cross channel behaviour to use in order to build and implement campaigns using offline and online media platforms working flexibly and adapting to circumstances (K12, S6, B3). Shows how a content management system is used to publish text, images and video/animated content (S11). Describes how to measure return on investment (ROI) and demonstrate how campaigns are monitored and amended to meet budget requirements (K16, S15).	Evaluates the suitability of different marketing channels for building and implementing campaigns, making valid and evidence-based recommendations for change (K12, S6).

Data Analysis & Marketing Evaluation K8 S18	Identifies current and emerging technologies and software and how these are used to record and analyse customer data and the impact on marketing campaigns (K8, S18).	Justifies the technology and software used to analyse their findings and why others were not suitable (K8, S18).

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.

The timescale for a re-sit typically takes 2 months and a re-take 3 months (dependent on how much re-training is required). All assessment methods must be taken within a 6-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 Pass. Re-sits and re-takes are not offered to an apprentice wishing to move from Pass to a higher grade.

PORTFOLIO GUIDANCE

The apprentice must compile a Portfolio of Evidence during the on-programme period of the apprenticeship. It should only contain evidence related to the KSBs that will be assessed by this assessment method. It will typically contain 12 discrete pieces of evidence. Evidence must be mapped against the KSBs. Evidence may be used to demonstrate more than one KSB; a qualitative as opposed to quantitative approach is suggested.

Evidence Sources May Include:

workplace documentation and records, for example:

- Workplace policies and procedures
- Witness statements
- Annotated photographs
- Video clips (maximum total duration 5 minutes); the apprentice must be in view and identifiable
- Professional Development Plans or CPD Logs to demonstrate how they have sought learning and development opportunities for themselves.
- Employee Handbook screenshots - documented with examples of when KSBs have been demonstrated within the workplace
- Screenshots / research around new or emerging technologies or IT packages used to record and analyses customer data with annotation as to the impact these have upon marketing campaigns.
- Examples of the regulatory and legislative requirements for handling and processing of data in their marketing role.
- Outline legal requirements / obligations around both offline and online mediums and how this applies to their role or sector.
- Stakeholder mapping
- Campaign management SWOT analysis
- Outline examples of different methods of communication and how this is adapted to different audiences.
- PESTLE Analysis on marketing activities within their Business / organisation.
- Examples of previously research and campaign planning
- Customer segmentation examples and how this supports with customer experience / customer journey.
- Evidence of considerations / policies / procedures to ensure marketing communication is conducted in an ethical manner.

Marketing Theories / Models:

- 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
- Balance Scorecard
- PESTLE Analysis
- Boston Matrix
- McKinsey Matrix
- Kotlers 5 Product Levels
- New Product Development Framework
- Customer Experience Mapping
- AIDA Mode

*This is not a definitive list; other evidence sources can be included.

The Portfolio of Evidence should not include reflective accounts or any methods of self-assessment. Any employer contributions should focus on direct observation of performance (for example, witness statements) rather than opinions. The evidence provided should be valid and attributable to the apprentice; the Portfolio of Evidence should contain a statement from the employer and apprentice confirming this.

NQual will not assess the Portfolio of Evidence directly as it underpins the interview. The independent assessor should review the Portfolio of Evidence to prepare questions for the interview. They are not required to provide feedback after this review.

The apprentice must submit any policies and procedures as requested by NQual.

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