



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 Work-Based Project with Presentation and Q&A and a Professional Discussion Underpinned by Portfolio of Evidence.

End-Point Assessment for Market Research Executive Level 4 can be carried out remotely or face-to-face.



Gateway

Gateway requirements for a Market Research Executive Level 4 apprentice are;

- Evidence of achieving relevant maths and English qualifications if required by funding regulations or the employer
- Apprentice must submit a Portfolio of Evidence
- Apprentice must submit a project title and scope
- Typically, 18 months on programme



Assessment Methods

Work-Based Project with Presentation and Q&A

A Work-Based Project involves the apprentice completing a relevant piece of work that meets the needs of the business and is relevant to their role.

Once the project and scope are confirmed and accepted by NQual, apprentices have a maximum of 12 weeks to write and submit the project and presentation.

The project word limit is 4,000 words (+/-10% at the apprentice's discretion).

The presentation with questioning involves the apprentice presenting to their Independent End-Point Assessor. Apprentices will prepare and deliver a presentation that appropriately covers the KSBs assigned to this method of assessment.

The presentation will typically last for 15 minutes and the questioning for 25 minutes. The apprentice will be asked a minimum of 5 questions at the end of their presentation with 1 question from each of the themes in the grading descriptors.

More details on this assessment method can be found within our support pack.

Professional Discussion Underpinned by a Portfolio of Evidence

The Professional Discussion is a two-way structured discussion between apprentice and the Independent End-Point Assessor. The Professional Discussion gives the apprentice the opportunity to make detailed and proactive contributions to confirm competency across knowledge, skills and behaviours. A minimum of 8 open questions will be asked during this assessment and the Professional Discussion will last for 60 minutes. Details on the criteria covered can be found within our support pack.



Market Research Executive Level 4 (V1.0)



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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.



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