



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, Presentation Including Sales Pitch and a Professional Discussion Supported by Portfolio.

The apprentice will be given the opportunity to complete their End-Point Assessment either face-to-face or remotely. If the observations are completed remotely, we will ask the apprentice to provide an overview of the environment and ensure that the apprentice is able to set their equipment up in such a way that ensures they can be easily observed.



Gateway

Gateway requirements for a Sales Executive Level 4 Apprenticeship are:

- Evidence of achieving relevant maths and English qualifications if required by funding regulations or the employer
- Portfolio of Evidence
- Portfolio Submission Document
- Gateway Document including confirmation of Work-Based Project topic / title
- Typically, 18 months on programme



Assessment Methods

Work-Based Project

The Work-Based Project will be based on work the apprentice has carried out after the Gateway. NQual will provide a list of topics for the Work-Based Project for the apprentice to select from. The topic/title will be designed to allow the apprentice the opportunity to evidence all of the KSBs mapped to this assessment method.

The apprentice will develop a Work-Based Project of 5,000 words (+/- 10%), which they will submit to the NQual within 10-weeks. If the Work-Based Project does not meet the criteria for a Pass, the apprentice will not progress to the Presentation or Professional Discussion components. The apprentice will receive feedback from the independent assessor.

Presentation Including Sales Pitch

The apprentice delivers a 15-minute presentation which includes a 10-minute sales pitch and a 5-minute explanation of how they prepare for a pitch. This will then be followed by a 15-minute Q&A session around specific points that the independent assessor wishes to explore with the apprentice in relation to their pitch and pitch explanation. The session will last 30 minutes in total.



Marketing Manager Level 4 (V1.1)



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Professional Discussion Supported by a Portfolio of Evidence

The Professional Discussion is a two-way structured discussion between apprentice and the Independent End-Point Assessor that will last 50 minutes (+/- 10%). The Professional Discussion will be informed by the Portfolio of Evidence and will give the apprentice the opportunity to make detailed and proactive contributions to confirm competency across knowledge, skills and behaviours. Details on the criteria covered can be found within our support pack.



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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