



# **Level 3 Multi Channel Marketer**

EPA Overview

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## 1. EPA headlines

- Must be on programme 366 days before entering gateway
- Must have Portfolio of evidence, Project scoping/proposal document, Maths and English, EPA gateway form prior to gateway
- EPA window 5 months
- 2 x Assessment methods at EPA – 1. Interview underpinned by Portfolio of evidence  
2. Project report with Presentation and questioning.
- Project must start within the EPA window
- Project scoping document must be completed and submitted at the gateway
- Interview Lasts 60 mins – Underpinned by Portfolio of evidence

## 2. Gateway

Gateway is the point that the employer is satisfied that the apprentice is consistently working at or above the level set out in the occupational standard. In making this decision, the employer may take advice from the training provider, but the decision must ultimately be made by the employer.

Apprentices must have been on programme for at least 366 days prior to entering gateway, and must also meet the following gateway requirements for Level 3 Multi-Channel Marketer programme:

- Portfolio of evidence
- Portfolio checklist
- Project Title and Project Scoping/proposal document
- EPA gateway form
- Level 2 English and Maths evidence

The EPAO determines when all gateway requirements have been met, and the EPA period will only commence once the EPAO has confirmed this.

## 3. End Point Assessment

The EPA window for Level 3 Multi-Channel Marketer is 5 months.

The End Point Assessment includes an assessment of all the requirements of the standard, including, competencies, knowledge and behaviours. It takes place in the final few months of the apprenticeship, using two assessment methods:

- Interview underpinned by Portfolio of evidence
- Project report with Presentation and questioning

### Assessment Method 1: Scenario Demonstrations with Questioning

The portfolio will be compiled by the learner whilst on programme and should relate to the KSBs for this assessment. The portfolio underpins the interview but is not directly assessed and therefore will not be marked. A copy of the portfolio must be available to the apprentice during the interview

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.



An independent assessor must conduct and assess the interview.

The purpose of the independent assessor's questions will enable the apprentice to demonstrate competence in the knowledge, skills and behaviours mapped to this assessment method.

The EPAO must give an apprentice 1 weeks' notice of the interview.

The independent assessor must have at least 2 weeks to review the supporting documentation.

The apprentice must have access to their portfolio of evidence during the interview.

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. The independent assessor must use the questions from the EPAO's question bank or create their own questions in line with the EPAO's training. Follow-up questions are allowed where clarification is required.

This assessment is graded Pass, Distinction or Fail.

## **Assessment Method 2: Professional Discussion underpinned by a Portfolio**

The project involves the apprentice completing a significant and defined piece of work that has a real business application and benefit. The project must meet the needs of the employer's business and be relevant to the apprentice's occupation and apprenticeship. The research and written project report must start after the apprentice has gone through the gateway.

The Project Report with Questioning assessment is graded Pass, Distinction or Fail.

This assessment has 2 components.

- Project with a project output
- Presentation with questions and answers

Together, these components give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method. They are assessed by an independent assessor.

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.

### **Component 1: Project Report**

The research and written project is compiled after the apprentice has gone through the gateway process. Apprentices will conduct a project which has a real business application and benefit and deliver the outcome in the form of an electronic based report



The employer must ensure the apprentice has sufficient time and the necessary resources, within this period, to undertake the project and write the report. Whilst completing the project, the apprentice should be subject to normal workplace supervision.

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 apprentice must produce and include a mapping in an appendix, showing how the report evidences the KSBs mapped to this assessment method.

The apprentice must complete and submit the report and any presentation materials to the EPAO by the end of week 12 of the EPA period.

## **Component 2: Presentation with Questions**

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 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 presentation should cover:

- an overview of the project
- the project scope (including key performance indicators)
- summary of actions undertaken by the apprentice
- project outcomes and how these were achieved

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. They must use the questions from the EPAO's question bank or create their own questions in line with the EPAO's training. Follow up questions are allowed where clarification is required.

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

During the presentation, the apprentice must have access to:

- Audio-visual presentation equipment
- Flip chart and writing and drawing materials
- Computer
- any other requirements as previously notified to the EPAO

The independent assessor must have at least 2 weeks to review the project report and any presentation materials, to allow them to prepare questions.

The apprentice must be given at least 2 weeks’ notice of the presentation with questions.

## 4. Grading

Scenario Demonstrations with Questioning	Professional Discussion underpinned by Portfolio	Final Grade
Fail	Any grade	<b>Fail</b>
Any grade	Fail	<b>Fail</b>
Pass	Pass	<b>Pass</b>
Pass	Distinction	<b>Merit</b>
Distinction	Pass	<b>Merit</b>
Distinction	Distinction	<b>Distinction</b>

## 5. Resit and Retakes

An apprentice who fails one or more assessment method(s) can take a re-sit or a re-take at their employer’s discretion. The apprentice’s employer needs to agree that a re-sit or re-take is appropriate. A re-sit does not need further learning, whereas a re-take does.

An apprentice should have a supportive action plan to prepare for a re-sit or a re-take.

The employer and EPAO agree the timescale for a re-sit or re-take. A re-sit is typically taken within 2 months of the EPA outcome notification. The timescale for a re-take is dependent on how much re-training is required and is typically taken within 3 months of the EPA outcome notification.

Failed assessment methods must be re-sat or re-taken within a 6-month period from the EPA outcome notification, otherwise the entire EPA will need to be re-sat or re-taken in full.

Re-sits and re-takes are not offered to an apprentice wishing to move from pass to a higher grade.

If the apprentice fails the project assessment method, they will be required to amend the project output in line with the independent assessor’s feedback. The apprentice will be given 4 weeks to rework and submit the amended report.

An apprentice will get a maximum EPA grade of pass for a re-sit or re-take, unless the EPAO determines there are exceptional circumstances.

