



MARKETING ASSISTANT APPRENTICESHIP

ASSESSMENT PLAN SUMMARY

Once the Employer is satisfied the Apprentice is consistently working at, or above, the level of occupational standard for their position, candidates will be put forward for their Apprenticeship End Point Assessment by activating the EPA Gateway.

The End Point Assessment Organisation (EPAO) will conduct all the assessment with the Apprentice and award the final grade. EPA must be complete within 6 months of activating the EPA Gateway.

CIM The Chartered Institute of Marketing
Recommended EPAO for the Marketing Assistant Apprenticeship, Level 3

ASSESSMENT METHODS

KNOWLEDGE TEST

Apprentices will conduct a 90 minute exam consisting of 40 knowledge based questions. The test is closed book.

The exam will be made up of 40 multiple-choice questions. 10 questions will be based on two given scenarios which will require the apprentice to select from 1 of 4 choices having read the two case studies.

Marks will be awarded for both sections.

- Fail: 0 - 19 marks
- Pass: 20 - 31 marks
- Distinction: 32 - 40 marks

WORK BASED PROJECT SHOWCASE

This assessment is made up of 2 components:

- Work Based Project Report
- Professional Discussion

The 3500 word report is compiled after the Apprentice has gone through the gateway process. This may be based on:

- A business specific need
- A specific problem or recurring issue
- A new business idea of opportunity

Examples include a small marketing project, activity, event or campaign.

The 60 minute professional discussion will include 10 open questions designed to open discussion on any areas of the work based project highlighted by the Assessor It'll highlight the Apprentice's competence and excellence, covering the key criteria set out on the Apprenticeship Specification..

GRADES

The final grade will be determined by the outcome of both of the Assessment Methods. A fail in either Assessment will result in an overall grade of fail.

KNOWLEDGE TEST

- Pass
- Distinction
- Pass
- Distinction

PROJECT SHOWCASE

- Pass
- Pass
- Distinction
- Distinction

OVERALL GRADE

- Pass
- Pass
- Merit
- Distinction