



# **Digital Marketer Integrated Degree Apprenticeship**

**End Point Assessment (EPA) Overview**

November 2024

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## 1. EPA headlines

- Passed all the modules in the Digital Marketer Degree, other than the end point assessment
- EPA period is 6 months
- Must provide gateway requirements according to EPAO listed below
- Must have ID and Webcam for EPA
- 2 Assessment methods at EPA

### **Report on the work based project and presentation**

- Work based project report will be 2000 words (+/- 10%)
- Report will be based on a work based project completed prior to Gateway
- 30 minute presentation (up to 30 slides) to be delivered to the Independent Assessor and no follow up questions will be asked

### **Interview**

- Journal will assist in the apprentice's preparation for the interview
- Takes place on the same day as the project presentation
- 1 hour and 15 minutes (+/- discretionary 10%)

## 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 meet the following gateway requirements for Level 6 Digital Marketer Integrated Degree Apprenticeship :

- Passed all degree modules (except End Point Assessment)
- EPA gateway checklist
- Completed work based project
- Level 2 English and Maths evidence
- Completion of the Off the Job hours

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 6 Digital Marketer Integrated Degree Apprenticeship is typically 6 months.

For the End Point Assessment, the learner must complete the following assessments:

- Assessment method 1: Report on the work based project and presentation of the report
- Assessment method 2: Interview

#### **Assessment Method 1: Report on the work based project and presentation of the report**

This assessment is graded Pass, Merit, Distinction or Fail. This assessment has 2 components which will be marked together as one method.

#### **Component 1: Work Based Project Report**

The report on the work based project will have a word limit of 2000 words (+/- 10%) and is to be completed after gateway. The report should include:

- The apprentice's understanding of how to launch a campaign from conception to delivery, demonstrating key project management skills including planning, scheduling and costing
- Their ability to use analytical techniques and tools to measure a campaign's success, and improve results for the future
- Their breadth of knowledge relating to their recommendations to improve results in the future
- Their ability to reflect and be self-critical as part of a learning cycle
- An annex containing a maximum of 10 pieces of evidence relating to the work based project.
  - Example evidence may include sources of data (files, data base reports, SEO data), reports from other areas of the business or customers or customer requirements. This list is not definitive and other evidence sources are permissible.

- The annex must include a mapping of the evidence to the KSBs and the evidence supplied must be accompanied by a statement outlining the apprentice's contribution, signed by the apprentice and their employer.

## **Component 2: Presentation**

Within one month of the report submission, the apprentice will then carry out a presentation of the report. This is to last 30 minutes and using no more than 30 slides on PowerPoint (or similar format). The apprentice will not be asked any follow up questions.

The purpose of the presentation is to:

- Assess knowledge, skills and behaviours listed in Annex A
- Review what the apprentice has actually produced in the report
- Review the standard of their work
- Explore how they have approached the work, their interpersonal and behavioural skills and how they dealt with any issues

## **Assessment Method 2: Interview**

The interview is graded Pass, Merit, Distinction or Fail. The interview will last 1 hour and 15 minutes (+/- discretionary 10%) and will take place on the same day as the report presentation. The interview will allow the Independent Assessor to ask questions, enabling the apprentice to demonstrate the knowledge, skills and behaviours identified in [Annex A](#) of the Assessment Plan

## 4. Grading

Both assessment methods must be passed in order to pass overall.

Report and Presentation	Interview	Overall Grade
Pass	Pass	Pass
Pass	Merit	Merit
Pass	Distinction	Merit
Merit	Pass	Merit
Merit	Merit	Merit
Merit	Distinction	Merit
Distinction	Pass	Merit
Distinction	Merit	Distinction
Distinction	Distinction	Distinction

## 5. Resit and Retakes

Both assessment methods must be successfully passed within the six-month EPA period; otherwise the entire EPA must be re-taken. Re-sits/re-takes will not be awarded a grade higher than a pass.

Further information on the Level 6 Digital Marketer Integrated Degree Apprenticeship can be found in the [assessment plan](#). A full list of the Knowledge, Skills and Behaviours (KSBs) can be found on the Institute for Apprenticeships website [here](#).



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