

Digital Marketer Integrated Degree Apprenticeship

End-Point Assessment Plan

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Summary of End Point Assessment

This end-point assessment plan has been designed to enable the apprenticeship to be completed in accordance with the Digital Marketer Degree Apprenticeship Standard designed by employers. The Digital Marketer Degree Apprenticeship leads to a Bachelor Degree qualification (Level 6) in Digital Marketing that is contextualised for occupational competency. It has been designed by employers to provide opportunities for as wide a range of employers and individuals as possible.

This apprenticeship is distinguished by a blend of employer-defined skills, knowledge and behaviour outcomes that are integrated and assessed as part of the Degree. It embodies the following principles:

- The knowledge, skills and behaviours (KSB) set out in the Apprenticeship standard are assessed and demonstrated to the required level described in order to complete the Apprenticeship
- The design of the End-Point Assessment provides a high level of assessment consistency, reliability and validity, in line with Quality Assurance Agency (QAA)

The achievement of the end-point assessment ensures that the Apprenticeship Standard has been met. Universities have robust and respected assessment processes and quality assurance that incorporates internal moderation and external examiners to ensure independence across the degree programme.

In this integrated degree Apprenticeship, a comprehensive report on a work based project and presentation on the report, followed by an interview will provide the End-Point Assessment (EPA). This EPA assesses the skills, knowledge and behaviours that are detailed in the Standard, and will be completed during the last three months of the apprenticeship. Successful completion of the EPA will signify the completion of the apprenticeship as well as the full Degree, and the final marks awarded to the End-Point Assessment will inform the final classification of the Degree awarded to the Apprentice.

The remainder of this end-point assessment plan will set out the approach to assessment, including what will be assessed, how it will be assessed and the roles of the HEI, Independent Assessor and Apprentice in the end-point assessment process.

Assessment Method	KSB to be assessed	Assessed by
<i>Report on work based project (Report) and Presentation of the Report (Presentation)</i>	KSB listed at annex A	<p>The HEI will be the end-point assessment organisation (EPAO) and appoint an Independent Assessor.</p> <p>The Independent Assessor should be sourced from another university or organisation, or if none of the above options are available another department within the same university.</p>
<i>Interview</i>	KSB listed at annex A	As above

End-point Assessment– Summary of roles and responsibilities

1. Report and presentation

HEI (as the end-point assessment organisation EPAO)	<ul style="list-style-type: none"> • Responsible for arranging and managing the delivery of the report to ensure defined conditions are satisfied. • Responsible for arranging and managing the presentation
Apprentice	<ul style="list-style-type: none"> • Submits the report before the EPA deadline • Presents the report ensuring it addresses the KSB identified in Annex A
Independent Assessor	<ul style="list-style-type: none"> • Assesses and grades the report and presentation in accordance with end-point assessment grading on page 8 • Puts the apprentice at ease • Ensures consistency and objectivity throughout the presentation

2. Interview

Apprentice	<ul style="list-style-type: none"> Clearly articulate and answer any of the questions posed
Independent Assessor	<ul style="list-style-type: none"> Ensures consistency and objectivity throughout the Interview Assesses and grades the interview in accordance with end-point assessment grading on page 10 Probes/explore the KSB identified at Annex A Records key points about the apprentice's responses Uses the evidence gained during the interview to assess and grade

On-programme Assessment

The On-Programme assessments are set out by the HEI and will provide opportunities for the apprentice to put theory into practice in the context of the apprentice's work responsibilities. These assessments will give an ongoing indication of understanding of the knowledge elements and the application within the work place against the outcomes defined in the Standard, to which the degree modules will have been mapped by the HEI.

Regular reviews are recommended between employer and HEI / provider to support the apprentice, and provide extra guidance and support where performance issues might arise. This is to ensure the apprentice is fully supported in meeting the required outcomes.

Each module will be assessed and passed in accordance with HEI's regulations. This will ensure that the student and employer are aware of progression against the Standard and Degree. It is recommended that a copy of the marking scheme and module Learning Outcomes will be set out in each module guide which will be made available to the apprentice and their employee in advance of each module. The assessors will need to satisfy themselves that the apprentice has accomplished the whole of each Learning Outcome for the module being assessed, and achieves a pass mark for every learning outcome in order to pass an assessment or module.

An undergraduate Bachelor Degree typically commences at Level 4 and completes at Level 6. All of the degree modules must be completed for each level to enable progression to the following level. Moreover, all degree modules throughout Levels 4 and 5, and 6 must be completed to enable the Apprentice to fulfil the criteria for the EPA.

The Apprentice should work on a work based project no earlier than 3 months prior to the EPA gateway, to identify a campaign strategy to meet a particular business need,

and must demonstrate the knowledge, skills and behavioural outcomes as identified in Annex A. The apprentice should be able to evidence the planning and execution of the work based project, including an evaluation of the processes followed, measurement of the KSB as listed in the above table, a summary of learning derived from the execution of the work based project, and recommendations for future activities.

Practical Requirements for the Work Based Project

- HEI's will agree with the employer and apprentice a suitable work based project title that will cover the KSB identified in Annex A to be completed before the end-point assessment e.g. a case study on the development of a new customer engagement campaign for a new sector/market, or the assessment and review of new digital marketing activities, or providing an agency brief for a new campaign
- The work based project should be based on an agreed business solution that forms part of the apprentice's role
- Prior to starting the work based project the apprentice should present an overview and plan for agreement to the employer and HEI
- All parties should ensure that the apprentice has access to the required systems, data and tools to complete the work based project
- The appropriate location and time should be set aside by the employer for the apprentice to plan, undertake and write their work based project, this can be away from the work place or a quiet area within the workplace
- On completion the apprentice must provide a signed statement to confirm it is his/her own work.

Assessment Gateway

Apprentices who have completed all elements within their Degree programme will be able to access the end-point assessment gateway and complete the final EPA.

The employer, in conference with the EPAO, needs to ensure that the apprentice has:

- Met all the KSBs in the standard
- Passed all required modules in the Degree
- Completed the work based project
- Successfully achieved Level 2 English and Maths

End-point - Assessment

The achievement of the Digital Marketer Degree Apprenticeship includes the successful completion of the integrated EPA. Achievement of the Digital Marketer Degree Apprenticeship will require satisfactory completion of all work-based and academic

assessments that complete the Degree. Candidates will be unable to complete the Degree Apprenticeship until they have satisfactorily met these requirements.

The Integrated End-Point Assessment Period will last 6 months and consist of the following:

Part 1: Report on the work based project (3 months) and presentation of the Report (30 minutes)

The first assessment method consists of two parts: a report and a presentation. These will be marked and assessed together as one method by the independent assessor.

The first element of the EPA encourages the apprentice to use their analytical skills and the associated tools to consider the effectiveness of the work based project they have undertaken. The report on the work based project will be 2000 words (+/- 10%) and should cover KSB from the standard identified in Annex A. 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.

Examples of the Report titles might be:

- 1 The execution of a digital campaign to promote (a specific product/service/event etc.)
- 2 The creation of a customer loyalty programme or campaign (for the employer)
- 3 Increasing customer engagement through specified digital marketing activities
- 4 Presenting a proposal for a digital strategy to meet (the employer's) aspirations

The evidence must be attributable to the apprentice, in part or in full. Evidence must be accompanied by a statement outlining the apprentice's contribution, signed by the apprentice and their employer. Example evidence may include

- Sources of data (files, data base reports, SEO data)
- Reports from other areas of the business or customers
- Customer requirements
- Emails

This list is not definitive and other evidence sources are permissible. The annex must include a mapping of the evidence to the KSBs assessed by this assessment method. The report must be completed after the gateway. Within one month of the report being submitted, the apprentice will then carry out a presentation of the report.

The apprentice will present a summarised version of their report to Independent Assessor for 30 minutes and using up to 30 slides on Powerpoint, or similar presentation format. No follow up questions will be asked as part of the presentation.

The presentation will provide an opportunity for the apprentice to demonstrate KSB expected from a Digital Marketer as identified in the Annex A.

The presentation should be led by the Apprentice and focus on the outcomes of the report on the work based project.

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

Part 2: Interview (1 Hour and 15 minutes +/- 10%)

This will follow the presentation on the same day. It will provide the Independent Assessor with the opportunity to ask questions and enables the Apprentice to demonstrate the knowledge, skills and behaviours identified at Annex A.

A bank of questions should be developed by the end point assessment organisation to direct the interview to ensure KSB identified at Annex A are covered. The bank of questions should contain enough questions to adequately cover the KSBs in Annex A and refreshed once a year.

The EPAO must ensure that the presentation and interview are conducted in a suitable controlled environment i.e. quiet room free from distraction and influence, with the necessary equipment for each assessment method e.g. computer, power-point facilities (if required by the apprentice). It is anticipated that EPAOs will use the apprentice's employer's premises wherever possible.

End-point Assessment– final judgement

Following the Interview the Independent Assessor will make the final judgement and grading.

Successful completion of the Degree Apprenticeship will result in the achievement of an integrated Bachelor's Degree in Digital Marketing.

Successful completion of the EPA will result in the completion of the Degree Apprenticeship. The grading of the EPA is detailed later in this document.

Independence

To ensure independence the report on the work based project /the presentation of the report and Interview must have an Independent Assessor from an HEI who is listed on the Register of End-Point Assessment Organisations and who has not been involved in the delivery of the programme. Independent assessors should be sourced from another university or organisation; or if none available another department within the same university. The Independent Assessor will conduct the EPA and assess and grade against the outcomes in the Standard.

Quality Assurance – internal

University/End-point Assessment Organisation Internal Quality Assurance:

Internal Quality Assurance refers to the requirements that Universities as EPAOs must have in place to ensure consistent (reliable) and accurate (valid) assessment decisions.

EPAO's for this Standard must undertake the following:

- appoint Independent Assessors that meet the requirements as detailed in this plan – see above
- produce assessment tools and supporting materials for the EPA that follow best assessment practice
- provide training for Independent Assessors in terms of good assessment practice, operating the assessment tools and grading
- have quality assurance systems and procedures that support fair, reliable and consistent assessment across the organisation and over time
- operate regular standardisation events that enable assessors to attend a minimum of one event per year

- operate moderation of assessment activity and decisions, through examination of documentation and observation of activity, with a minimum of 5% percent of each Independent Assessors assessments moderated
- have an external HEI Independent Assessor in line with University requirements

Quality Assurance – external

We are exploring whether QAA can undertake external quality assurance for this standard.

End-point Assessment- Grading

All apprentices will be studying for a Bachelor’s Degree (BA or BSc) in Digital Marketing, regardless of the HEI chosen by the employer to deliver the Degree.

It is the passing of the end-point assessment that demonstrates that the Digital Marketer Degree Apprenticeship Standard has been fully met.

The EPA will be assessed and graded as follows:

Report and presentation

Distinction:

- Evidences a confidence and the ability to draw on deeply-rooted knowledge of marketing principles and theories, and the ability to critically apply these theories and concepts autonomously
- Demonstrates clear comprehension of the task, the use of the full range of relevant sources, and the ability to analyse, explain, evaluate and challenge the evidence available.
- Demonstrates structured and effective communication skills, both written and verbal, and the ability to articulate findings and opinions clearly, articulately and persuasively
- Demonstrates intellectual originality and imagination, insight and analysis of data, and an outstanding approach to problem solving
- Demonstrates exemplar business disciplines and effective work ethic, both independently and within a team.
- Critically evaluates the impact on the employer from the outcomes of the campaign and recommendations for improvement made in the report
- Evidences the impact of the alternative solutions on the employer, customers and other stakeholders
- Assimilates & synthesizes information to present it effectively to their audience in an exemplary manner

Merit:

- Demonstrates an understanding of fundamental marketing principles and theories, and demonstrates the ability to apply these theories and concepts with minimal supervision
- Demonstrates comprehension of the task and the ability to synthesise, explain and evaluate the evidence available
- Data, insights and evidence are collected from a range of relevant sources and are ordered in clearly and coherently to inform marketing plans and rationales
- Demonstrates clear and effective communications, both written and verbal, using a logical, progressive structure
- Demonstrates intellectual originality and imagination, and strong approach to problem solving
- Demonstrates clear business disciplines and effective work ethic, both independently and within a team.
- Demonstrates the ability to reflect on their report and present their recommendations in a clear manner that includes the range of options considered and reasons for inclusion or rejection.
- Uses a range of tools and techniques to present their ideas and recommendations to effectively communicate to and convince their audience

Pass:

- Demonstrates comprehension of the task but may be dependent upon the guidance and opinion of others
- Evidences knowledge of marketing principles and theories and ability to apply these theories and concepts under supervision
- Demonstrates the ability to gather and analyse data that contribute to the formation of marketing plans and campaign management by the gathering of some relevant material.
- Evidence of reporting of material and expert opinion rather than challenging it.
- Demonstrates a tendency to reduce complex theories to simpler options following safe rules.
- Demonstrates an ability to communicate the material clearly through the appropriate format, both written and verbal
- Demonstrates a satisfactory commercial awareness and approach to problem solving
- Demonstrates satisfactory business disciplines and effective work ethic, especially under supervision.
- Ability to explain the theories, tools and techniques required to be a successful Digital Marketer
- Delivers a presentation that is well structured and summarizes all major points of the final work based project.
- Answers all questions competently and demonstrates clear understanding of the subject.

Fail

Fails to meet the pass criteria.

Interview

Distinction:

- Is able to answer and explain the rationale to all questions without exception.
- Demonstrates structured and effective communication skills, both written and verbal, and the ability to articulate findings and opinions clearly, articulately and persuasively

Merit:

- Accurately and confidently describes the range of impacts of their decisions and justify their course of action
- Demonstrates clear and effective communications, using a logical, progressive structure

Pass:

- Provides evidence to support the knowledge, skills and behaviours described in Annex A
- Evidences that reflection has supported their action plans and continuous development.
- Demonstrates an ability to communicate the material clearly through the appropriate format.

Fail:

- Fails to meet the pass criteria.

The end-point assessment and grading of the end-point assessment will be undertaken by the Independent Assessor. The report / presentation and Interview must be passed in all cases to achieve the apprenticeship.

An Apprentice who fails any part of their EPA will be given the opportunity to complete the full EPA for a second time, as long as it is within the maximum six month EPA period.

The overall grade is calculated by converting the assessment of each method into grades according the following table. This takes into account that Part 1: the report and presentation is given a higher weighting.

Part 1 Grade	Part 2 Grade	Overall Grade
Report and Presentation	Interview	
Fail	Fail	Fail
Fail	Pass	Fail
Fail	Merit	Fail
Fail	Distinction	Fail
Pass	Fail	Fail
Pass	Pass	Pass
Pass	Merit	Merit
Pass	Distinction	Merit
Merit	Fail	Fail
Merit	Pass	Merit
Merit	Merit	Merit
Merit	Distinction	Merit
Distinction	Fail	Fail
Distinction	Pass	Merit
Distinction	Merit	Distinction
Distinction	Distinction	Distinction

Re-sits/re-takes

Any EPA component re-sit/re-take must be taken during the maximum six month EPA period, otherwise the entire EPA must be retaken. They are not offered to apprentices wishing to move from pass to merit or distinction. Re-sits/re-takes must not be awarded a grade higher than pass, unless the EPAO determines there are exceptional circumstances accounting for the fail.

Implementation

The cost of the End-Point Assessment represents 10% of the maximum funding band for this apprenticeship.

Professional Body Recognition

On completion, the apprentice will be eligible to apply for professional registration at associate grade for the Chartered Institute of Marketing or Institute of Direct and Digital Marketing and BCS, The Chartered Institute for IT, who will also recognise this apprenticeship for entry onto the Register of IT Technicians confirming SFIA level 3 professional competence.

Consistency

All UK universities must follow the Quality Assurance Agency for Higher Education (QAA) code of practice for the assurance of academic quality and standards in higher education. This ensures consistency across HEIs. The descriptor for higher education qualifications at Level 6 on the Framework for Higher Education can be found at: <http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>

Volumes

The employer group has identified 30 Apprenticeship places for April 2018. This number is likely to grow as the Degree Apprenticeship enters its second and subsequent cohorts.

Annex A Knowledge, Skills and Behaviours on standard against Assessment method

Occupational Skills	Assessment Methods (as indicated in the table on page 2)
Develop and critically apply the concepts, principles and theories of marketing relevant to the interdisciplinary topics of digital marketing.	Report and Presentation
Apply the 4 marketing principles (product, price, place, promotion) and considerations of the business / marketing campaign.	Report and Presentation
Write and create content for the different audiences, online channels and create clear “Call to Actions” and user journey’s	Report and Presentation
Demonstrate how to promote and apply content marketing effectively through the appropriate media channels, relationship management systems and communication platforms to ensure brand and cultural awareness are maintained throughout marketing strategies.	Report and Presentation Interview
Select a variety of appropriate research methodologies, platforms and technologies to synthesise information and apply to the organisations digital marketing strategies, drivers and customer behaviours.	Report and Presentation
Manage, plan, specify, lead and report on digital marketing projects.	Report and Presentation
Manage and optimise key channels and content within a digital marketing plan.	Report and Presentation
Manage interfaces and the supply network of the organisation and customer by applying the appropriate E-commerce strategies and models available and whenever appropriate taking global engagements into account.	Report and Presentation Interview

Apply a marketing mix / digital marketing mix to meet customer expectations.	Report and presentation Interview
Accurately observe, record and draw conclusions from all types statistical analysis of campaign performance, recognising inherent uncertainties and limitations with financial and budgetary requirements to demonstrate Return on Investment (ROI).	Report and Presentation
Engage communities through Email Marketing and Social Media to stimulate and encourage communication through positive discussion and engagement.	Report and Presentation
Apply the appropriate tools for a data-led approach to analyse marketing information and platforms, data and social media and recognise what is actually important for insights and optimisation to provide solutions for marketing decisions.	Report and Presentation
Contribute to business, planning and marketing strategies to recognise and respond quickly to opportunities and customer requirements whilst embracing change.	Interview
Identify, recognise and understand internal and external business intelligence and factors that may impact future operations.	Report and Presentation Interview
Interpret, communicate and brief internal or external stakeholders on digital business requirements.	Report and Presentation

Occupational Knowledge	Assessment Methods (as indicated in the table on page 2)
The strategic implications of the disruptive digital environment.	Report and Presentation
Natural/organic and paid marketing to increase the visibility and promotion of websites.	Report and Presentation

The leading marketing theorists and practitioners when managing and implementing brand equity, brand awareness and strategic brand management.	Report and Presentation
Professional bodies and their insights into emerging technologies, trends and themes within the digital marketing environment.	Interview
Customer insight, strategic relationships, acquisition and focus of customers, taking into account the customer experience and retention / loyalty.	Report and Presentation
How to foster business-to-business (B2B) marketing relationships through social media to launch products based on price and popularity.	Report and Presentation Interview
The types of online and offline paid, owned and earned media, and how this works together.	Interview
Digital marketing regulatory requirements, data protection, compliance and ethics, both national and international.	Report and Presentation
The Digital Marketing environment for International marketing and multichannel marketing, for agencies as well as client.	Interview
Stakeholder and customer requirements, commercial awareness and business improvement processes that are relevant to campaign management.	Report and Presentation Interview
Digital graphic design, interface design, and authoring.	Report and Presentation
The user experience, and how to maximise engagement.	Report and Presentation Interview
Segmentation, targeting and application of sales funnel, path to purchase, and customer attribution.	Report and Presentation Interview
E-commerce and the importance of product descriptions, images, site layout and what makes a good online shopping experience.	Interview

Behaviours	Assessment Methods (as indicated in the table on page 2)
Ability to communicate and actively listen at all levels.	Interview Report and Presentation
Ability to work under pressure and unsupervised, and interact effectively within teams.	Interview
Consider the impact of work on others, especially where related to culture, diversity and equality.	Report and Presentation
Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines.	Report and Presentation
Show integrity and respect for confidentiality and data security in work and personal situations.	Interview Report and Presentation
Be enthusiastic and have a thorough and flexible approach to work and to personal development through CPD and life-long learning.	Interview
Logical thinking and a creative approach to problem solving to systematically analyse and apply structured techniques to complex systems and situations.	Report and Presentation