

L3 Digital Marketer Standard: EPA Fact Sheet

Purpose

This document distils the key requirements for End Point Assessment (EPA) for the revised Level 3 Digital Marketer Apprenticeship Standard. The [full EPA Plan](#) should be consulted for more details.

Gateway Requirements

The decision as to when an Apprentice is ready to cross the threshold from learning and formative assessment into the EPA phase (entering Gateway) will be made by the employer and the training provider based on their monitoring of Apprentices' progress. In order to move into the EPA phase, Apprentices will need to have passed all the knowledge modules and/or vendor or professional qualifications and be able to produce a portfolio for EPA:

Knowledge Modules	Vendor or Professional Qualifications
Knowledge Module 1: Principles of Coding (for level 3 Digital Marketer Apprenticeship)	BCS Level 3 Award in Principles of Coding (603/0762/6)
Knowledge Module 2: Marketing Principles (for Level 3 Digital Marketer)	BCS Level 3 Certificate in Marketing Principles (603/0763/8)
Knowledge Module 3: Digital Marketing Business Principle (for level 3 Digital Marketer Apprenticeship)	Google Analytics IQ CIW Social Media Strategist

Assessment Methods

There are 4 assessment methods which assess all the requirements of the Standard, including competencies, knowledge and behaviours.

Summative Portfolio: Presentation of evidence from real-work projects, illustrating the application of all the knowledge, skills and behaviours set out in the Standard.

Synoptic Project: Presentation of evidence from a business-related project testing the application of a selection of the knowledge, skills and behaviours defined in the Standard.

Employer Reference: A reference setting out the employers' views of the quality of the Apprentices work.

Interview: A structured discussion between the Apprentice and their independent assessor, focusing on the summative portfolio and the synoptic project, with reference to the employer reference as appropriate.

Consult the [EPA plan](#) for further details, including evidencing work conducted under confidential environment.

Grading Outcomes

Grading takes place at the end of the Apprenticeship, following the EPA. The output is a single grade: pass, merit or distinction, for the entire Apprenticeship. Grading is done by the independent assessor, based on a holistic view of the Apprentice's work and as evidenced through each of the methods of EPA.

On Programme Activities to Support EPA

Apprentices and employers will need to collect evidence in line with the requirements of the Standard in relation to learning and competence throughout the journey of the Apprenticeship.

