



A complete guide to  
**End-Point Assessment**  
Marketing Assistant (L3)

## This guide is for:

**Employers**

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**Apprentices**

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**Apprenticeship Training Providers**

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The purpose of this guide is to assist key stakeholders to understand the requirements of End-Point Assessment (EPA) and outlines the processes and support when using The Chartered Institute of Marketing (CIM) as the End-Point Assessment Organisation (EPAO).

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# 1. The Chartered Institute of Marketing End-Point Assessment Organisation

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The Chartered Institute of Marketing (CIM) is approved by the Education Skills Funding Agency (ESFA) as an End-Point Assessment Organisation (EPAO) for the Marketing Assistant Level 3 Apprenticeship Standard.

CIM offer an End-Point Assessment (EPA) service allowing Apprentices to take their EPAs at any time provided their Employer has confirmed that the Apprentice is ready for EPA, and a CIM Independent Assessor (IA) has confirmed the Apprentice has met the gateway requirements.

## 2. Why choose CIM as your EPAO?

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As the world's leading professional marketing body, Employers, Apprentices and Apprenticeship Training Providers can be confident in the high standard of the CIM EPA service.

- Excellence in customer service and support during registration and all stages of the EPA.
- Access to CIM's EPA Toolkit via the Knowledge Base on ACE360 with a range of templates to help prepare Apprentices for their EPA and maximise their chances of success.

## 3. The Marketing Assistant Apprenticeship Assessment Methods

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Each Apprenticeship Standard has a stipulated Assessment Plan that is designed to assess that the Apprentice has achieved the skills, knowledge and behaviours as defined by the Apprenticeship Standards.

EPA for the Marketing Assistant Apprenticeship is undertaken over a maximum period of six months to cover the assessment methods that are shown below. The Work-Based Project must be agreed by both the EPAO and the apprentice's employer prior to commencement.

### **Marketing Assistant Assessment Methods**

**Multiple Choice Test (MCT)**

**Work-Based Project Showcase**

**Grading – Fail, Pass, Merit, Distinction**

## 4. CIM support for End-Point Assessment

CIM has developed a range of support for Apprentices to help prepare for EPA. Toolkits are made available to Training Providers to share with Apprentices upon registration for EPA via the Knowledge Base on ACE360.



### Gateway

- Gateway Form
- Project Plan Summary Template
- Project Plan Summary Guidance



### EPA

- Project Report Template
- Project Report Guidance
- Project Specification Titles
- Professional Discussion Prep Template
- Presentation Template

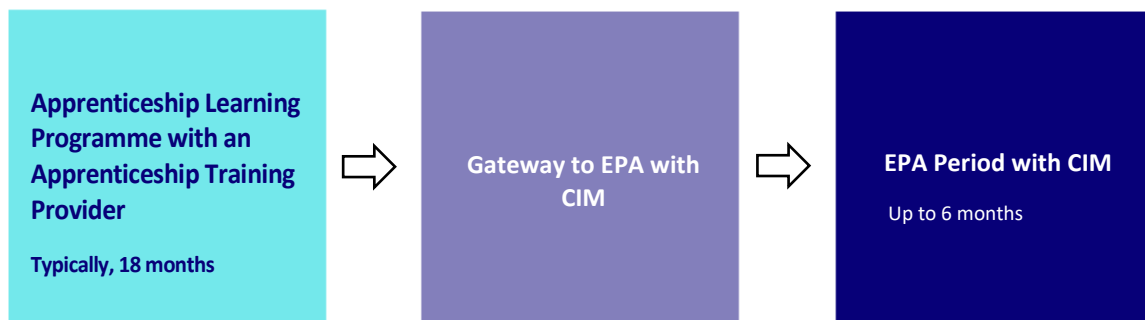


### Sample Q's

- Professional Discussion
- MCT

## 5. The Apprenticeship journey and EPA Guidance

The Marketing Assistant Apprenticeship is in three phases:



This guide will outline the requirements and process related to each of the above stages and the support offered by CIM. However, it is strongly recommended that Employers, Apprentices and Apprenticeship Training Providers also refer to the full assessment plans held on the [Institute for Apprenticeships and Technical Education](#) website.

## 6. Apprenticeship Learning Programme with an Apprenticeship Training Provider

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### 6 a – Booking EPA with CIM:

Registration for EPA: Registration for EPA is via the ACE360 Apprenticeship system portal. To gain access to ACE360 please contact [support@ace360.org](mailto:support@ace360.org) who will set up an account. For existing users of ACE360 you will be able to locate CIM as the EPAO on the system. CIM encourage Employers to register their Apprentices for EPA with CIM at an early stage of the apprenticeship programme in order to access the CIM Toolkit with resources that will support the Apprentice through Gateway and preparation for EPA. An EPA contract will be signed by all parties. At the point of registration, £30 will be payable, with a further payment of 30% once a Gateway booking has been confirmed and the remaining payment made upon completion of EPA.

#### Gateway Booking:

At the point where the Apprentice and their Employer feels that the Apprentice is working consistently at or above the requirements of the Apprenticeship Standards and have met the prerequisite requirement of having achieved a Level 2 qualification in Maths and English, the Employer or Apprenticeship Training Provider will then be required to contact CIM to make a booking for Gateway.

To support the timely end point assessment activities and in line with the ESFA rules, we request apprentice registration to be a minimum of 6 months prior to the expected gateway date.

#### Submission Documentation via ACE360:

At Gateway the Apprenticeship Training Provider/Employer will be required to submit the following documentation, templates are provided in the CIM EPA Toolkit:

- CIM Gateway Form.
- CIM Project Plan Summary submission form.
- Evidence of Level 2 Maths and English (e.g. certificates of achievement) or where an education, health and care plan or legacy statement is in place evidence of the Entry Level 3 English and Maths, and BSL Sign Language qualification as an alternative to English qualifications for whom this is their primary language.

#### Gateway Approval:

A CIM Independent Assessor (IA) will review the Project Plan Summary, and if approved, CIM will notify the Employer/Apprenticeship Training Provider within seven working days and confirm that the Apprentice is ready to begin the EPA Period.

#### Scheduling EPA:

CIM will agree the schedule for each EPA element with the Employer/Apprenticeship Training Provider and these dates will be recorded on the Project Plan Summary IA Review Form, and the form will be uploaded to the Apprentice record on ACE360 for the Apprenticeship Training Provider to access.

If the IA decides that the Apprentice has not yet met the Gateway requirements of the Apprenticeship Standard, CIM will advise the Training Provider and Employer so that the Apprentice can undertake further learning and study prior to EPA taking place.

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## **6 b – Deciding and agreeing the Work-Based Project:**

Apprentices agree with their Employer, in consultation with their Apprenticeship Training Provider, a Work-Based Project. The Project must be designed to allow the Apprentice the opportunity to evidence all of the KSBs mapped to this assessment method and be comparable with the level of demand of the job role as defined by the Apprenticeship Standard and Assessment Plan, as well as being suitable to the Apprentice's particular employer and job.

A Word-Based Project Plan Summary must be submitted to CIM via ACE360 for approval. The Work-Based Project Plan Summary will need to demonstrate how the Apprentice can demonstrate the knowledge, skills and behaviours as defined by the Assessment Plan. A template is provided.

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## **6 c – Reasonable Adjustments:**

Reasonable Adjustments are adjustments that are made to the method of assessment for an Apprenticeship Standard to enable disabled or disadvantaged Apprentices to demonstrate their knowledge, skills and behaviours to the level required by the specification for that Apprenticeship Standard.

CIM Reasonable Adjustments Policy will apply to any EPA and requests for Reasonable Adjustments must be made at Gateway. The policy is available from the Knowledge Base section on ACE360.

# **7. Gateway**

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## **7 a – Gateway Submission:**

The following documents must be submitted at Gateway via ACE360 usually by the Apprenticeship Training Provider on behalf of the Apprentice and Employer:

- CIM Gateway Form
- Project Plan Summary Form
- Evidence of Level 2 Maths and English (e.g. certificates of achievement) or where an education, health and care plan or legacy statement is in place evidence of the Entry Level 3 English and Maths, and BSL Sign Language qualification as an alternative to English qualifications for whom this is their primary language.

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## **7 b – Gateway Approval:**

CIM provide notification of acceptance for the Apprentice to proceed to EPA within seven working days of submission, provided that the Work-based Project has been approved.

Submission at Gateway will also act as notification that the Employer is approving the Apprentice to undertake EPA with CIM.

Confirmation of Gateway approval will also act as notification of the start of the EPA period. EPA must be completed within six months from date of this confirmation.

A member of the CIM EPAO team will contact the Apprenticeship Training Provider/Employer within seven working days of Gateway submission with dates for the EPA elements/requirements:

- Multiple Choice Test (MCT) – (within 4 weeks of EPA commencing)
- Work-based project (within 4 months of EPA commencing)
- Professional discussion (2 weeks after Work-Based Project Submission).

The EPA dates will be recorded on the Project Plan Summary IA Review Form and will be uploaded to the Apprentice record on ACE360 for the Apprenticeship Training Provider to access. Should any of the dates on this form be missed without prior approval by CIM, the grade for that element of the EPA will be recorded as a fail.

## 8. End-Point Assessment Period

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**Completed within 6 months from Gateway Approval**



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### 8 a - Multiple Choice Test (MCT)

The MCT is an online test and is undertaken in exam conditions using remote invigilation. Apprentices cannot refer to any books or materials during the examination. Apprentices will be given a time window for when they can schedule their MCT assessment.

The structure of the MCT is:

- 40 Multiple Choice Questions - 10 of which will be based on 2 given scenarios.
- Duration 90-minutes

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### 8 b – Submission and Assessment of Work-Based Project

The work-based project will be agreed between the Employer and the Apprentice prior to Gateway period. Apprenticeship Training Providers will support Employers and Apprentices in selecting an appropriate project. Apprentices should:

- Complete their work-based project using the CIM template, within 4 months of notification of the start of the EPA process (i.e. gateway approval).
- Submit their work-based project to the CIM within 4 months and prior to the Professional Discussion.
- Use the CIM Work-Based Project report template as a framework to ensure the project includes evidence of how the KSBs have been applied with real customers in a work-based context.
- Not exceed 3,500 words (+/- 10 %), excluding annexes and references



- The Project report can be based on any of the following:
  - o Business Specific need – such as a tactical marketing issue
  - o A Specific problem
  - o A recurring issue
  - o A new business idea or opportunity
- As a minimum all project reports must include:
  - o An introduction
  - o The scope of the project (including key performance indicators)
  - o How the outcomes were achieved
  - o A project plan
  - o Research and findings
  - o Project outcomes
  - o Recommendations and conclusions
- Appendices, these should include:
  - o A presentation pack of 8-10 slides
  - o Evidence of how the project was delivered.
  - o And a summary of how the project maps to the KSBs relevant to this assessment method

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## **8 c – Professional Discussion:**

The Apprentice will undertake a Professional Discussion with a CIM IA. This will be conducted using video-conferencing technology unless otherwise agreed by the CIM.

The purpose of the Professional Discussion is to:

- Explore specific aspects of the Apprentice’s work, including how it is carried out.
- Enable the Apprentice to talk through their learning on aspects of their work, allowing the IA to question them on this.
- Provide sufficient and reliable evidence for the IA to assess and grade the Apprentice.

The duration of the Professional Discussion will be 60 minutes (+10% at the discretion of the IA)

- The IA will ask a minimum of 10 open questions & may also ask additional follow-up questions if required.
- The Apprentice will not see the structured questions before the EPA. The questions will address the KSBs identified for assessment within the Professional Discussion.

The CIM IA will complete a mark-sheet developed by CIM to record assessment judgements. The IA will grade the outcome in accordance with the assessment plan.

Please note that the Professional Discussion will be recorded for assessment quality assurance purposes.

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## **8 d – Grading:**

Following completion of all elements of EPA, the CIM IA will then provide an overall grade for the apprenticeship, based on the Apprentice’s performance in the three EPA components and using the grading guidance within the Apprenticeship Standard End-Point Assessment Plan and Grading Sheet developed by CIM.

There are four possible grades for the apprenticeship:

- Fail
- Pass
- Merit
- Distinction

A pass demonstrates that the Apprentice is competent in all criteria of the Apprenticeship Standard. Grading is calculated as per the following table:

Multiple Choice Test (MCT) Grade	Project Showcase Grade	Overall Grade
Fail in one or both methods		Fail
Pass	Pass	Pass
Distinction	Pass	Pass
Pass	Distinction	Merit
Distinction	Distinction	Distinction

All judgements made by the IA will be moderated in accordance with the CIM's Internal Quality Assurance Strategy before the Apprentice is notified of the outcome.

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### **8 e – Results and Feedback:**

- Results and feedback for each element of the EPA will be made available to the Apprentice, Employer and Apprenticeship Training Provider 10 working days from the date of the last EPA element, following internal quality assurance and moderation.
- Final overall results, grading and the mark sheets for each element of the EPA, which will include feedback for the apprenticeship, will be made available 10 working days from the date of the last EPA element.
- CIM will notify the Education and Skills Funding Agency (ESFA) of the outcome to enable CIM to claim the Apprentice's certificate.

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### **8 f – Resits/Retakes:**

Apprentices who fail one or more EPA method will be offered the opportunity to take a re-sit/retake. Re-sits/retakes must not be offered to apprentices wishing to move from pass to distinction. A re-sit does not require further learning, whereas a re-take does. The Apprentice's Employer will need to agree that a re-sit/re-take is an appropriate course of action. Apprentices should have a supportive action plan to prepare for the re-sit/re-take. An individual EPA method resit/re-take must be taken within a 6-month period otherwise the entire EPA must be resat/retaken.

An Apprentice who fails an assessment method, and therefore the EPA in the first instance, will be required to re-sit or re-take any failed assessment methods only.

Where any assessment method has to be re-sat or re-taken, the Apprentice will be awarded a maximum EPA grade of distinction.

CIM require a minimum of 10 working days' notice for any resit/re-take booking. For resits/retakes assessment costs and policy this is available on the Knowledge Base section of ACE360.

Re-sits and re-takes are not offered to Apprentices wishing to move from pass to merit/distinction or merit to distinction.

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### **8 g - Withdrawal of an Apprentice:**

Should an Apprentice withdraw from their programme or fail to complete or wishes to take a break and resume the apprenticeship at a later stage, the Employer must inform CIM, their Apprenticeship Training Provider and the Education and Skills Funding Agency.

Depending on the point of withdrawal, there may be some costs incurred for assessments already taken.

Before changing the status of the Apprentice on ACE360 please could you inform CIM of any Apprentices who are withdrawing by emailing us at [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk).

## 9. Complaints and Appeals

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### Appeals

If the Apprentice or the Employer wishes to appeal any assessment decision, they should refer to CIM's Appeals Policy (Apprenticeships). This is available on the Knowledge Base section on ACE360.

### Complaints

Any Apprentice or Employer who wishes to complain about any aspect of the End-Point Assessment process other than an assessment decision, should email details of their complaint to [apprenticeships@cim.co.uk](mailto:apprenticeships@cim.co.uk)

The complaints policy is available on the Knowledge Base section on ACE360.

## 10. Special Consideration

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Special consideration may be applied for in cases where the Apprentice has been fully prepared for the End-Point Assessment but their performance or attendance on the day of the End-Point Assessment has been affected by factors beyond their control, such as ill health, an accident or a family crisis that is likely to have had an impact on the Apprentice's performance.

Special consideration is given to an Apprentice relating to events which occur just before, or on the assessment day or the date for submission of an End-Point Assessment. CIM End-Point Assessment Organisation (EPAO) aligns its Special Consideration Policy with regulatory requirements.

If the Apprentice wishes to apply for a Special Consideration, they should refer to the Special Consideration policy and claim form available on the Knowledge Base section on ACE360.