

ST0612 Level 6 Marketing Manager Assessment Plan

Introduction

This Apprenticeship Assessment Plan (AAP) sets out the requirements for the assessment of the Level 6 Marketing manager apprenticeship. It should be read in conjunction with the General Requirements for Apprenticeship Assessment. Where there is conflict between this AAP and the General Requirements, this AAP takes precedence. Assessment organisations must also comply with the relevant regulatory framework for apprenticeship assessment.

It is important that the assessment of apprentices is proportionate, valid, and provides reliable evidence of an apprentice's attainment of the relevant knowledge and skills. As such, assessment organisations must design assessments to ensure:

- employers have confidence that the apprentice has reached the expected performance standard
- apprentices are sufficiently secure in their knowledge and skills, so that they could demonstrate their competence in different contexts (for example, a different workplace)

Assessment Outcomes

The assessment outcomes group and summarise the knowledge and skills that must be demonstrated in assessments. All assessment outcomes must be assessed.

Knowledge and skills statements in **bold** are mandatory and must be assessed in every version of the assessment that is made available.

Assessment Outcome	Mapping
AO1: Strategic Marketing Leadership and Direction Provides strategic marketing leadership by developing, aligning, and implementing marketing strategies and plans that support organisational vision, objectives, and competitive advantage, using established marketing principles and frameworks.	K1, K5, K6 S1, S7, S13
AO2: Market, Customer, and Insight-Led Decision Making Uses market research, consumer and organisational behaviour theory, data analytics, and trend analysis to evaluate	K3, K9, K10, K11 S11, S12, S19

Assessment Outcome	Mapping
<p>opportunities, inform strategic and operational marketing decisions, and evolve marketing activity in response to changing environments.</p>	
<p>AO3: Brand, Value Proposition, and Portfolio Management</p> <p>Develops, positions, and safeguards brands, value propositions, and product or service portfolios by applying brand principles, design thinking, and portfolio management to deliver value to customers and the organisation.</p>	<p>K2, K12</p> <p>S14</p>
<p>AO4: Integrated Marketing Communications and Campaign Delivery</p> <p>Plans, develops, and oversees integrated marketing communications and campaigns across appropriate routes to market, including digital and offline channels, working with teams and agencies to meet customer and business objectives.</p>	<p>K13</p> <p>S2, S3, S18</p>
<p>AO5: Stakeholder, Influence, and Professional Relationship Management</p> <p>Builds and manages senior-level internal and external stakeholder relationships, influencing, negotiating, and advising to secure engagement, manage suppliers, and enable effective delivery of marketing plans.</p>	<p>K4, K5</p> <p>S4, S5, S6, S10, S15, S17</p>
<p>AO6: Marketing Performance, Governance, and Commercial Management</p> <p>Manages marketing performance through budgetary control, governance, compliance, risk and reputational assessment, and evaluation of KPIs and return on investment to ensure accountable, ethical, and sustainable marketing outcomes.</p>	<p>K7, K8</p> <p>S8, S9, S16</p>

Assessment requirements

Assessment organisations must set apprenticeship assessments. Assessment organisations should consider how technology and digital tools can support innovation and efficiency.

Assessment organisations must design apprenticeship assessments to include at least **one professional discussion**.

Any additional assessment(s) must be selected from the following list of methods to ensure the assessment outcomes are met in full:

- **project**
- **additional professional discussion**
- **portfolio**
- **showcase**
- **presentation**
- **written assessment**
- **question and answer**

Apprentices may be assessed at any appropriate point during their apprenticeship programme.

Assessments may be designed to allow a centre or training provider to mark assessments. The assessment organisation is responsible for ensuring all assessments are sufficiently reliable and valid, and for the accuracy of any centre or training provider marking.

Performance descriptors

Performance descriptors describe the level of performance required to achieve a pass or distinction grade. Assessment organisations must design assessments that align with these descriptions.

Performance Category Applied Knowledge

Pass

Applies advanced knowledge to create valid and workable **marketing solutions in complex contexts involving many interacting factors**, showing sound

Distinction

Applies advanced knowledge with a **high level of insight and strategic awareness**, producing **marketing solutions** that effectively navigate **complex**

interpretation and a reasoned approach.

Applied Skills

Determines, refines and adapts suitable methods, using advanced cognitive and practical skills to effectively address **problems with limited definition**, supported by relevant research and/or development activities.

contexts involving many interacting factors, and **add value** in both design and implementation.

Determines and refines methods with a strong emphasis on adaptation and optimisation, often **designing or applying research and development outputs** in ways that **significantly improve** outcomes.

Regulatory and Procedural Awareness

Applies regulatory and procedural knowledge strategically, **aligning compliance with organisational goals and adapting approaches to meet evolving requirements**.

Anticipates and interprets regulatory change, shaping responses that ensure compliance while enabling **strategic advantage** or operational resilience.

Communication and Collaboration

Communicates, influences, and collaborates across a **range of stakeholder groups, aligning communication with organisational goals and values**.

Leads strategic communication and collaboration that engages, aligns, and influences stakeholders, demonstrating **keen judgement and responsiveness** in **complex or sensitive contexts**.

Information Use and Decision Making

Critically analyses, interprets and evaluates complex information and ideas to inform decisions, demonstrating awareness of **theoretical perspectives and their application within the occupational setting**.

Engages critically with a wide range of theories, schools of thought or models, using them to inform a **nuanced evaluation** of complex concepts or information and to **justify innovative or forward-thinking approaches**.

Responsibility and Autonomy

Exercises accountability in planning and delivering **courses of action capable of supporting change or development**, leading tasks, processes

Plans and executes sustained action that underpins **substantial change or development**, showing **strong leadership**, confidence

and teams, making appropriate use of resources and delegation, and **making considered judgments within broad parameters.**

and judgment in directing others, allocating resources, and **taking accountability** for complex decision-making and outcome evaluation.

Professional recognition

This apprenticeship aligns with the professional body recognition detailed in the occupational standard.

Please contact the relevant professional body for further information.