ST0596 Level 4 Marketing Executive Assessment Plan

Introduction

This Apprenticeship Assessment Plan (AAP) sets out the requirements for the assessment of the level 4 marketing executive 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: Marketing strategy and planning Applies marketing principles, audience understanding and organisational priorities to plan and support marketing strategies and campaigns. Uses structured approaches to develop plans aligned with business goals.	**K1**, **K3**, **K5**, **K7**, K12, K13 **S1**

Assessment Outcome	Mapping
AO2: Audience, market and performance insight Uses research methods, data analysis and evaluation techniques to understand target audiences, competitor activity and market trends. Applies insights to inform marketing decisions, refine messaging and assess campaign performance.	**K8**, K9, **K11**, K14, K16 **S9**, **S10**, S11
AO3: Campaign implementation and content development Develops, quality-assures and distributes marketing content and assets across appropriate channels. Use marketing techniques engage audiences, support campaigns and maintain consistent brand positioning.	**K2**, **K4**, **K15**, **K23** **S2**, S4, **S5**, **S12**
AO4: Stakeholder collaboration and communication Communicates and collaborates effectively with stakeholders' support marketing activities. Presents information clearly, manages relationships and ensures stakeholder alignment.	**K17**, **K18** **S3**, **S7**
AO5: Project management and delivery Plans, organises and coordinates marketing activities using project management tools and techniques. Supports prioritisation, allocation of resources and workflow management to ensure delivery against timelines and objectives.	**K19**, K20, K22 **S6**, S8
AO6: Compliance, ethics and professional practice Complies with legal, regulatory and ethical requirements in marketing activity. Maintains quality standards and engages in continuous professional development.	K6, **K10**, **K21** S13, S14

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 **project** and, if applicable, any relevant constraints.

Any additional assessment, or assessments, must be selected from the following list of methods, to ensure the assessment outcomes are met in full. Assessments available in the list may be used more than once:

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

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	Pass	Distinction
Applied Knowledge	Applies sound application of theoretical and technical marketing knowledge in a broad range of complex or technical work activities, performed in a variety of contexts.	Applies precise application of theoretical and technical marketing knowledge in a broad range of complex or technical work activities, performed in a variety of contexts.
Applied Skills	Selects and applies practical skills in marketing contexts consistently in a broad range of complex or technical work activities, performed in a variety of contexts. Solves complex and non-routine marketing problems which are normally fairly well defined, with sound reasoning.	Adapts and applies practical skills in marketing contexts with flexibility and operational fluency in a broad range of complex or technical work activities, performed in a variety of contexts. Solves complex and non-routine marketing problems which are normally fairly well defined, to improve outcomes.

Regulatory and Procedural Awareness	Analyses and interprets marketing legislation, regulation and organisational procedures relevant to the role with sound judgement.	Applies evaluation of marketing legislation, regulation and organisational procedures relevant to the role with insight and flexibility.
Communication and Collaboration	Communicates clearly and collaborates effectively with colleagues and stakeholders, adapting communication approaches to meet different needs or contexts. Contributes effectively to team working for a responsive customer service culture.	Communicates confidently with colleagues and stakeholders, tailoring communication approaches effectively for different needs or contexts. Actively supports team working for an improved customer service culture.
Information Use and Decision Making	Analyses and interprets marketing information from diverse sources relevant to the role, making well supported conclusions with sound reasoning.	Applies evaluation of marketing information from diverse sources relevant to the role, making informed conclusions, providing insightful justification for decisions that improve outcomes.
Responsibility and Autonomy	Takes responsibility in a marketing context for courses of action, including where relevant taking responsibility for the work of others and allocation of resources. Exercises responsibility, autonomy and judgement within broad but generally well-defined parameters.	Proactively takes responsibility in a marketing context for courses of action, with confident autonomy and sound judgement within broad but generally well-defined parameters.

Professional recognition

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