



MULTI-CHANNEL MARKETER LEVEL 3 APPRENTICESHIP STANDARD

End Point Assessment Organisation: Nqual



Group Workshops: 11

1-2-1 Sessions: up to 12 visits with a skillscoach.

Your skillscoach will work with you to build up your portfolio, complete functional skills (where required) and prepare for your end point assessment.

Workshop modules (order of sessions may vary)

Session 1 - Marketing Principles

Session 2 - Branding and Engagement

Session 3 - Suppliers and Stakeholders

Session 4 - Ethics and Regulations

Session 5 - Market Research

Session 6 - Copywriting and SEO

Session 7 - Creative Content Marketing

Session 8 - CMS & Website Creation

Session 9 - AI in Marketing

Session 10 - Campaign Planning

Session 11 - Campaign Management &

Evaluation



Expected Progress Plan

Mth 1	Mth 2	Mth 3	Mth 4	Mth 5	Mth 6	Mth 7	Mth 8
8%	16%	24%	32%	40%	48%	56%	64%

FCT Skills
achievement

Mth 9	Mth 10	Mth 11	Mth 12	Mth 13	Mth 13-15
72%	80%	85%	90%	100%	GATEWAY AND EPA

EPA Gateway
Paperwork

Entry requirements: Level 1 or higher initial assessment results: See functional skills explainer.

End Point Assessment details: See EPA Guidance explainer for the assessment methods used for this standard.



FUNCTIONAL SKILLS

- All apprenticeships require the achievement of functional skills in maths and English
- We will complete an initial assessment on BKSB with you to determine your current working level for each subject
- From there, we will put together the best learning plan for you to achieve the qualifications
- You may be exempt from this component of the apprenticeship programme if you can show certificates that meet the exemption criteria

Initial Assessment Level	Level 2 Apprenticeship	Level 3 or above Apprenticeship
Level 2+	<ul style="list-style-type: none"> • Your skillscoach will support you to complete functional skills English and Maths at Level 1 • This will be completed by month 5 of your apprenticeship • English consists of 3 parts: Reading, Writing and a Speaking & Listening exam • Maths: 1 exam 	<ul style="list-style-type: none"> • Your skillscoach will support you to complete functional skills English and Maths at Level 2 • This will be completed by month 5 of your apprenticeship • English consists of 3 parts: Reading, Writing and a Speaking & Listening exam • Maths: 1 exam
Level 1-1.9	<ul style="list-style-type: none"> • Your skillscoach will support you to complete functional skills English and Maths at Level 1 • This will be completed by month 5 of your apprenticeship • English consists of 3 parts: Reading, Writing and a Speaking & Listening exam • Maths: 1 exam 	<ul style="list-style-type: none"> • A functional skills tutor will support you to complete functional skills English and Maths at Level 2 • This will be completed by month 5 of your apprenticeship • English consists of 3 parts: Reading, Writing and a Speaking & Listening exam • Maths: 1 exam
Entry 3	<ul style="list-style-type: none"> • A functional skills tutor will support you to complete functional skills English and Maths at Level 1 • This will be completed by month 5 of your apprenticeship • English consists of 3 parts: Reading, Writing and a Speaking & Listening exam • Maths: 1 exam 	<ul style="list-style-type: none"> • We will discuss the best route forward for your apprenticeship with you and your employer
Entry 2 or below	<ul style="list-style-type: none"> • We will discuss the best route forward for your apprenticeship with you and your employer 	<ul style="list-style-type: none"> • We will discuss the best route forward for your apprenticeship with you and your employer
Exemption Examples	<ul style="list-style-type: none"> • GCSE English and Maths at Grade E or above, or Level 2 and above (for GCSE 2018 onwards) • Level 1 Functional Skills in English and maths or Keys Skills in Communication and Application of Number • Level 1 Adult Certificate in Literacy and Numeracy 	<ul style="list-style-type: none"> • GCSE English and Maths at Grade C or above, or Level 4 and above (for GCSE 2018 onwards) • Level 2 Functional Skills in English and maths or Keys Skills in Communication and Application of Number • Level 2 Adult Certificate in Literacy and Numeracy



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