

Level 4 Market Research Executive Innovate Awarding Assessment Journey

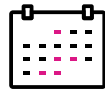
On Programme Learning



The minimum on programme duration for the Level 4 Market Research Executive Standard is 12 months. During this time, the apprentice will train to develop their knowledge, skills and behaviours and develop a portfolio of evidence.

01

Planning Meeting



The planning meeting will take place remotely and will last around 30 minutes. The employer and an Innovate Awarding representative will be present. A laptop with WIFI connectivity will be required.

03

Project, Presentation and Questioning



The apprentice will have 15 minutes to deliver a presentation of the project, followed by 25 minutes of questioning. It will be conducted face to face or remote.

05

Grading and Certification



The assessments will be graded as Distinction/Pass/Fail. The last step along the journey will be the receipt of the apprentice's ESFA certificate.

07

Gateway



To reach Gateway the employer will need to be satisfied that the apprentice meets the level of the standard. By this point the apprentice will have obtained Level 2 English and Maths. At Gateway the apprentice will submit their portfolio of evidence and project title and summary for review.

02

Project



After coming through Gateway, the apprentice will begin to produce their project. The project will have a maximum word limit of 4,000 words.

04

Professional Discussion



The professional discussion will take place with an Innovate Awarding Assessor and will last for 60 minutes. They will ask a number of questions after reviewing the apprentice's portfolio of evidence.

06

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