

apprenticeship FRAMEWORK

Marketing (Wales)

IMPORTANT NOTIFICATION FOR ALL APPRENTICESHIP STARTS FROM 14 OCTOBER 2016

Modifications to SASW came into effect on 14 October 2016. These changes relate to the **Essential Skills and Employer Rights and Responsibilities** requirements of a framework and they **ONLY** apply to new Apprenticeship starts on, or after, 14th October. Apprenticeship starts before this date must continue to meet the 2013 SASW requirements for Essential Skills and Employer Rights and Responsibilities.

For more details of the changes and how they will affect new apprenticeship starts, please read the following preface page to the framework document. NB: Please check the "Revising a Framework" section for information on any additional changes that may have been made to this framework.

Latest framework version?

Please use this link to see if this is the latest issued version of this framework:

afo.sscalliance.org/frameworkslibrary/index.cfm?id=FR03865

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CHANGES TO REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 14TH OCTOBER 2016

These changes relate to the Essential Skills and Employer Rights and Responsibilities requirements of a framework and they ONLY apply to new Apprenticeship starts on, or after, 14th October 2016. Apprenticeship starts before this date must continue to meet the 2013 SASW requirements for Essential Skills and Employer Rights and Responsibilities.

Alternatives for Essential Skill qualifications

Foundation apprenticeships (Level 2): Where Essential Skills qualifications are specified in a foundation apprenticeship framework (Level 2), the apprenticeship framework must specify as a Welsh certificate requirement, the acceptance of one of the following recognised proxy qualifications.

For Communication:

- GCSE or iGCSE qualification in English language or literature to at least grade G (Level 1 equivalent); or
- O Level qualification in English language or literature to at least grade E; or
- A/AS Level qualification in English language or literature to at least grade E; or
- SCQF Level 4 – Communication Core Skills (Oral communication and written communication); or
- SQA National 4 English; or
- Functional Skills or Key Skills literacy qualifications in English provided the proxy qualification(s) attained are at Level 1 or above.

For Application of Number:

- GCSE or iGCSE qualification in Mathematics to at least grade G (Level 1 equivalent); or
- O Level qualification in Mathematics to at least grade E; or
- A/AS Level qualification in Mathematics to at least grade E; or
- SCQF Level 4 – Numeracy Core Skill (Graphical Information and using number); or
- SQA National 4 Mathematics; or
- Functional Skills or Key Skills numeracy qualifications in Mathematics provided the proxy qualification(s) attained are at Level 1 or above.

Apprenticeships (Level 3): Where Essential Skills qualifications are specified in an apprenticeship framework (Level 3), the apprenticeship framework must specify as a Welsh certificate requirement, the acceptance of one of the following recognised proxy qualifications.

For Communication:

- GCSE or iGCSE qualification in English language or literature to at least grade C (Level 2 equivalent); or
- O Level Qualification in English language or literature to at least grade C; or
- A/AS Level qualification in English or literature to at least grade E; or
- SCQF Level 5 – Communication Core Skills (Oral communication and written communication); or
- SQA National 5 English; or
- Functional Skills or Key Skills literacy qualifications in English provided the proxy qualification(s) attained is at Level 2 or above.

For Application of Number:

- GCSE or iGCSE qualification in Mathematics to at least grade C (Level 2 equivalent); or
- O Level Qualification in Mathematics to at least grade C; or
- A/AS Level qualification in Mathematics to at least grade E; or
- SCQF Level 5 – Numeracy Core Skill (Graphical information and using number); or
- SQA National 5 Mathematics; or
- Functional Skills or Key Skills numeracy qualifications in Mathematics provided the proxy qualification(s) attained are at Level 2 or above.

Higher Apprenticeships (Levels 4-7): Essential Skills requirements are as for an apprenticeship frameworks at Level 3.

CHANGES TO REQUIREMENTS FOR APPRENTICESHIP STARTS FROM 14TH OCTOBER 2016

Employer Rights and Responsibilities (ERR)

The final modification to SASW is to Employer Rights and Responsibilities (ERR) which is no longer compulsory in frameworks. Please refer to the Employer Rights and Responsibilities section within the framework document to confirm specific requirements.

Additional Information

It should be noted that SASW has also been modified to reflect existing improvements to Essential Skills Wales Qualifications. These improvements to ESW qualifications were signalled by the revised names:

- Essential Skills Wales Communication is now Essential Communication Skills (still 6 credits in size)
- Essential Skills Wales Application of Number Skills is now Essential Application of Number Skills (still 6 credits in size)
- Essential Skills Wales Information Communication Technology Skills is now Essential Digital Literacy Skills (still 6 credits in size)

Whilst there have been some amendments to the content of ESW qualifications, the most significant change has been to the assessment methodology for these qualifications.

From 1 January 2016, all new starts have had to follow the revised Essential Skill qualifications.

The updated version of SASW, and guidance documents, can be accessed here:

<http://gov.wales/topics/educationandskills/skillsandtraining/apprenticeships/providers/?lang=en&dgd>

Over the coming months, the Essential Skills section within AFO will be amended to reflect the SASW modifications and all current frameworks will be updated and reissued to incorporate these changes. In the meantime, if you are in any doubt as to the requirements of any framework then please contact the relevant Issuing Authority.

Marketing (Wales)

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Framework summary

Marketing

Foundation Apprenticeship in Marketing

Pathways for this framework at level 2 include:

Pathway 1: Marketing

Competence qualifications available to this pathway:

C1 - Level 2 NVQ Certificate in Marketing

Knowledge qualifications available to this pathway:

K1 - Level 2 Certificate in Principles of Marketing

Combined qualifications available to this pathway:

N/A

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Marketing

Apprenticeship in Marketing

Pathways for this framework at level 3 include:

Pathway 1: Marketing

Competence qualifications available to this pathway:

C1 - Level 3 NVQ Diploma in Marketing

Knowledge qualifications available to this pathway:

K1 - Level 3 Certificate in Principles of Marketing

Combined qualifications available to this pathway:

N/A

This pathway also contains information on:

- Employee rights and responsibilities
- Essential skills

Framework information

Information on the Publishing Authority for this framework:

Instructus

The Apprenticeship sector for occupations in air conditioning, building services engineering, business and administration, cleaning, customer service, electro technical, electrical and electronic servicing, enterprise and business support, facilities management, heating and ventilating, housing, human resources and recruitment, industrial relations, leadership and management, marketing and sales (also includes contact centres and third sector), plumbing, property and refrigeration.

Issue number: 7	This framework includes:
Framework ID: FR03865	Level 2 Level 3
Date this framework is to be reviewed by: 31/07/2017	This framework is for use in: Wales

Short description

This framework is designed to meet the skills needs of employers of all sizes across the public, private and not-for-profit sectors in Wales. It will attract new talent into the marketing industry and will help to up skill the workforce to meet employer skills priorities. Foundation Apprentices will work in job roles such as marketing assistant, market research assistant or events management assistant. Apprentices will work in job roles such as marketing officer, advertising account executive or market researcher.

Contact information

Proposer of this framework

This framework is published by Skills CFA.

Developer of this framework

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Revising a framework

Contact details

Who is making this revision: Marina Popova
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Why this framework is being revised

We are revising this framework in May 2016 to add qualifications to the framework

Summary of changes made to this framework

This framework was revised by Skills CFA in May 2016 in order to:

- add qualifications to the framework

Qualifications removed

N/A

Qualifications added

Intermediate Apprenticeship in Marketing:

- TQUK Level 2 NVQ Certificate in Marketing (RQF) (601/7766/4)
- TQUK Level 2 Certificate in Principles of Marketing (RQF) (601/7765/2)

Advanced Apprenticeship in Marketing:

- TQUK Level 3 NVQ Diploma in Marketing (RQF) (601/7768/8)
- TQUK Level 3 Certificate in Principles of Marketing (RQF) (601/7767/6)

Qualifications that have been extended

N/A

Purpose of this framework

Summary of the purpose of the framework

Over 16,000 people work in marketing occupations in Wales, with the industry playing an essential role in ensuring the success of public, private and not-for-profit organisations across all sectors of the economy. The marketing industry includes the marketing of traditional goods and services, conferences and events, market research and social marketing.

The marketing industry is extremely competitive and is driven by the need to develop both innovative and cost-effective methods of working whilst keeping pace with rapidly changing consumer preferences.

The key drivers of change in the marketing profession reflect this dynamism and include:

1. Technological change which have in turn stimulated changing skills demand throughout the workforce. Most significantly, the demand for IT skills has increased in order to supplement new media and graphic design trends in marketing practice
2. Relationship marketing - a strong emphasis upon client retention which has created demand for communications-based skill sets amongst marketing personnel
3. Social marketing - a focus on social responsibility and sustainable marketing practice which demands strong communication skills
4. Policy and legislation – heavy regulation of consumer protection and advertising

Other challenges which face employers and which impact on recruitment, retention and profitability include:

- employment entry routes are currently more aligned to graduates, with 35% of workers having been through HE or holding a professional qualification
- there are very few workers below the age of 20, meaning employers are not tapping into potential from younger applicants
- the market research specialism tends to employ the highest proportion of temporary workers, which can act as a disincentive to job applicants
- around a third of employers experience difficulty in recruiting for specific positions because applicants lack the skills or experience required
- major roles affected by skills shortages in marketing tend to centre on first line management, senior marketing managers and senior brand managers who need IT, digital and media skills
- skills gaps for market research include technical and research design skills, product design, leadership and people skills

The Marketing Apprenticeship has been designed to address the challenges outlined above for employers of all sizes across the public, private and not-for-profit sectors. It will attract new

talent into the Marketing industry and help to up skill the workforce to meet employer skills priorities.

Foundation apprentices are likely to work in job roles such as marketing assistant, market research assistant or events management assistant; undertaking a range of activities which might include collecting market research data, analysing competitor activity, contributing to marketing campaigns, planning and organising an event or exhibition and using a range of digital technologies.

Apprentices are likely to work in job roles such as marketing co-ordinator, junior marketing executive/officer, advertising account executive or market researcher; undertaking a range of activities which might include conducting market research, designing and evaluating marketing plans, contributing to advertising and promotional campaigns and events, maintaining a portfolio of products and managing budgets.

Aims and objectives of this framework (Wales)

To provide employers in Wales with a high quality, nationally recognised programme which will attract new talent into the marketing industry and up skill the existing workforce to make businesses more productive, efficient and profitable.

The main objectives are to:

1. Build a competent workforce, providing organisations in Wales with the staff needed to increase productivity and efficiency
2. Tap into the skills and talents of a diverse population by providing flexible entry routes into a career in Marketing
3. Equip individuals with the skills, knowledge and experience needed to enter into Marketing roles in a range of business settings
4. Provide apprentices with an opportunity to develop the skills, knowledge and experience they will need to progress to higher level roles with additional responsibilities and onto further and higher education, if they wish to do so

Entry conditions for this framework

There are no mandatory entry requirements for this Apprenticeship framework. However, employers are looking to attract apprentices who have a strong interest in working in Marketing or Market Research. They are particularly interested in those who have an aptitude for design, an understanding of digital and communications technology and have confident communication skills on which the Apprenticeship will build.

Entrants will come from a diverse range of backgrounds and will have a range of experience, age, personal achievements and, in some cases, prior qualifications and awards which may count towards achievement of an Apprenticeship. Examples may include learners who have:

- held a position of responsibility at school or college; OR
- undertaken work experience, voluntary work or a work placement; OR
- completed the Duke of Edinburgh Award or similar award; OR
- achieved QCF Awards, Certificates or Diplomas; OR
- achieved a Welsh Baccalaureate Principal Learning Qualification; OR
- achieved GCSEs or A levels

Apprentices who are undertaking the Marketing Apprenticeship are likely to have some prior experience in a marketing or market research role, although this is not a formal requirement.

RULES TO AVOID REPEATING QUALIFICATIONS

Refer to the on and off the job training section for guidance about prior attainment and achievement. In the meantime, this is a short summary:

Processes exist to make sure that applicants with prior knowledge, qualifications and experience are not disadvantaged by having to repeat learning. Training providers and awarding organisations will be able to advise on the current rules for accrediting prior learning and recognising prior experience.

1. Essential Skills Wales.

- If applicants already have GCSEs in English, Maths and/or Information and Communications Technology (ICT) they still have to do the Essential Skills Wales at the relevant level as these are new qualifications and proxies do not exist.
- Up to the 31 August 2011, if applicants already have achieved Key Skills at the relevant level, they will not have to do the relevant Essential Skills Wales as these count as proxies for Essential Skills Wales.

2. Knowledge qualifications.

- If applicants already have one of the Level 2 knowledge qualifications before they started their Apprenticeship, (see knowledge qualifications page in this framework) they can count this and do not have to redo the qualification, providing that they have achieved this qualification within 5 years of applying for the Apprenticeship certificate. For example, they may have already achieved the knowledge element as part of the Welsh Baccalaureate. The hours they spent gaining this qualification will also count towards the minimum hours required for this framework.

3. Competence qualifications.

- If applicants already have the Level 2 competence qualification for the Apprenticeship they do not have to repeat this qualification, however, this qualification must have been achieved within 5 years of the start of the Apprenticeship and they will still have to demonstrate competence in the workplace.

4. Prior experience.

- Applicants already working in the sector will be able to have their prior experience recognised by the Awarding Organisation and this will count towards the competence and the knowledge qualifications in this framework.

Initial Assessment

Initial assessment must be used to ensure that applicants have a fair opportunity to demonstrate their ability. Learning programmes can then be tailored to meet a range of abilities and to recognise prior knowledge and experience.

Level 2

Title for this framework at level 2

Foundation Apprenticeship in Marketing

Pathways for this framework at level 2

Pathway 1: Marketing

Level 2, Pathway 1: Marketing

Description of this pathway

Foundation Level Apprenticeship in Marketing

Total minimum credit value for this pathway **54** credits:

Competence qualification - 21 credits

Knowledge qualification -15 credits

Essential Skills (Wales) Communication, Application of Numbers and ICT- 18 credits

Entry requirements for this pathway in addition to the framework entry requirements

There are no entry requirements for this pathway in addition to the general framework entry requirements.

Job title(s)	Job role(s)
Event Management Assistant	Day-to-day liaison with sponsorship clients, supporting the organisation of events, preparing event speakers, helping to source suppliers and the on-the-day support of a wide range of event activities
Junior Marketing Executive	Developing working relationships with stakeholders, communicating with target audience, producing marketing materials, writing marketing copy, supporting designers, helping organise events and conducting market research
Market Researcher	Liaising with clients, conducting research, supporting questionnaire development, carrying out surveys and supporting focus groups, analysing and interpreting data and presenting results

Qualifications

Competence qualifications available to this pathway

C1 - Level 2 NVQ Certificate in Marketing					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
C1a	600/0925/1	City and Guilds of London Institute	21	82-129	N/A
C1b	600/2933/X	Pearson Education Ltd. (formerly Edexcel)	21	82-129	N/A
C1c	600/3768/4	Future (Awards and Qualifications) Ltd	21	82-129	N/A
C1d	601/6767/1	BIIAB	21	82-129	N/A
C1e	601/7766/4	TQUK	21	82-129	N/A

Knowledge qualifications available to this pathway

K1 - Level 2 Certificate in Principles of Marketing					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K1a	600/0928/7	City and Guilds of London Institute	15	116-117	N/A
K1b	600/3575/4	Pearson Education Ltd. (formerly Edexcel)	15	116-117	N/A
K1c	600/4130/4	Future (Awards and Qualifications) Ltd	15	116-117	N/A
K1d	601/6766/X	BIIAB	15	116-117	N/A
K1e	601/7765/2	TQUK	15	116-117	N/A

Combined qualifications available to this pathway

N/A

Relationship between competence and knowledge qualifications

Apprentices must complete one competence qualification and one knowledge qualification from those listed within this pathway.

K1 provides the underpinning knowledge and understanding for the competence qualification C1.

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	Level 1	6
Application of numbers	Level 1	6
IT	Level 1	6

Progression routes into and from this pathway

Progression into the Marketing Foundation Apprenticeship

Progression into this Foundation Apprenticeship may be from a wide number of routes due to the varying backgrounds and past academic and work related experiences of apprentices. Such routes will include having:

- achieved QCF Awards, Certificates or Diplomas, either in marketing related areas or in sector specific areas
- achieved a Welsh Baccalaureate, including any of the Principal Learning Qualifications at foundation and higher level
- achieved GCSEs or A levels

Learners may also progress into the Foundation Apprenticeship without prior qualifications.

Progression from the Marketing Foundation Apprenticeship

Foundation apprentices, with support and opportunities in the workplace, can progress onto:

- the Level 3 Apprenticeship in Marketing
- other level 3 Apprenticeships such as Sales & Telesales or Management
- the Welsh Baccalaureate , including one of the Principal Learning Qualifications in a range of related sectors, such as Business, Administration and Finance, Information Technology, Public Services and Retail Business
- further education to undertake marketing, social research or other qualifications

With additional training, Foundation apprentices may be able to progress in their careers to roles such as marketing co-ordinator, junior marketing executive/officer, advertising account executive or market researcher.

Employee rights and responsibilities

Employee rights and responsibilities are embedded within the Level 2 Certificate in Principles of Marketing, which automatically covers the key Employee Rights and Responsibilities, as follows:

1. Knows and understands the range of employer and employee statutory rights and responsibilities under Employment Law and that employment rights can be affected by other legislation as well. This should cover the apprentice's rights and responsibilities under the Disability Discrimination Act, other relevant equalities legislation and Health & Safety, together with the responsibilities and duties of employers
2. Knows and understands the procedures and documentation in their organisation which recognise and protect their relationship with their employer. Health & Safety and Equality & Diversity training must be an integral part of the apprentice's learning programme
3. Knows and understands the range of sources of information and advice available to them on their employment rights and responsibilities. Details of Access to Work and Additional Learning Support must be included in the programme
4. Understands the role played by their occupation within their organisation and industry
5. Has an informed view of the types of career pathways that are open to them
6. Knows the types of representative bodies and understands their relevance to their industry and organisation, and their main roles and responsibilities
7. Knows where and how to get information and advice on their industry, occupation, training and career
8. Can describe and work within their organisation's principles and codes of practice
9. Recognises and can form a view on issues of public concern that affect their organisation and industry

The Skills CFA ERR workbook, available from the Skills CFA website (www.skillscfa.org) - the workbook has been designed to enable apprentices to work their way through a series of questions and activities which will bring the ERR to life, making the learning more meaningful and long lasting and enhance the employability skills of the apprentice.

Evidence of achievement of ERR

Learners who have completed the Level 2 Certificate in Principles of Marketing will have automatically covered the ERR requirements, therefore no additional evidence of achievement is needed.

Level 3

Title for this framework at level 3

Apprenticeship in Marketing

Pathways for this framework at level 3

Pathway 1: Marketing

Level 3, Pathway 1: Marketing

Description of this pathway

Advanced Level Marketing

Total minimum credit value for this pathway **74** credits:

Competence qualification - 37 credits

Knowledge qualification -19 credits

Essential Skills (Wales) Communication, Application of Numbers and ICT- 18 credits

Entry requirements for this pathway in addition to the framework entry requirements

There are no entry requirements for this pathway in addition to the general framework entry requirements.

However, it is likely that Apprentices will have some prior experience in a marketing or market research role to allow them to complete the Apprenticeship, although this is not a formal requirement.

Job title(s)	Job role(s)
Advertising Account Executive	Handling a wide range of marketing activity for client's campaigns including direct mail, email, exhibitions, press advertising and market research and developing & sustaining good client relationships
Marketing Assistant; Marketing Co-ordinator; Marketing Officer	Supporting marketing campaigns through planning and undertaking market research, organising the distribution of information and messages, supporting event management, drafting press releases, dealing with clients and supporting colleagues
Marketing Manager	Supporting the organisation through leading on a range of marketing tasks, including monitoring and assessing market trends, studying competitors' products and services, exploring ways of improving existing products and services, identifying target markets and communicating with them
Market Research Executive	Co-ordinating research projects, analysing published data and statistics, evaluating past performance of products and services and undertaking direct market research through various mechanisms such as interviews, focus groups and consultation events
PR Officer	Using different media and communications to communicate developed messages, writing promotional material and press releases, producing brochures, leaflets and videos, organising press briefings and news conferences and setting up exhibitions and conferences

Qualifications

Competence qualifications available to this pathway

C1 - Level 3 NVQ Diploma in Marketing					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
C1a	600/0926/3	City and Guilds of London Institute	37	115-207	N/A
C1b	600/2850/6	Pearson Education Ltd. (formerly Edexcel)	37	115-207	N/A
C1c	601/6770/1	BIIAB	37	115-207	N/A
C1d	601/7768/8	TQUK	37	115-207	N/A

Knowledge qualifications available to this pathway

K1 - Level 3 Certificate in Principles of Marketing					
No.	Ref no.	Awarding organisation	Credit value	Guided learning hours	UCAS points value
K1a	600/0929/9	City and Guilds of London Institute	19	134-158	N/A
K1b	600/3576/6	Pearson Education Ltd. (formerly Edexcel)	19	134-158	N/A
K1c	601/6768/3	BIIAB	19	134-158	N/A
K1d	601/7767/6	TQUK	19	134-158	N/A

Combined qualifications available to this pathway

N/A

Relationship between competence and knowledge qualifications

Apprentices must complete one competence qualification and one knowledge qualification from those listed within this pathway.

K1 provides the underpinning knowledge and understanding for the competence qualification C1.

Transferable skills (Wales)

Essential skills (Wales)

	Minimum level	Credit value
Communication	Level 2	6
Application of numbers	Level 2	6
IT	Level 2	6

Progression routes into and from this pathway

Progression into the Marketing Apprenticeship

Progression into this Apprenticeship may be from a wide number of routes due to the varying backgrounds and past academic and work related experiences of apprentices. Such routes will include having:

- undertaken a Level 2 Foundation Apprenticeship in Marketing
- other Level 2 Foundation Apprenticeships, such as Sales or Team Leading
- achieved QCF Awards, Certificates or Diplomas
- achieved a Welsh Baccalaureate Principal Learning Qualification at Foundation or Higher level
- achieved GCSEs or A levels

Learners may also progress into the Apprenticeship without prior qualifications.

Most learners progressing into the Marketing Apprenticeship have some prior experience in a marketing or market research job role, although this is not a formal requirement. Learners who do not have any prior experience in a marketing or market research job role may be better suited to the Marketing Foundation Apprenticeship, although all individuals should be judged on their own merits, experiences and capabilities.

Progression from the Apprenticeship in Marketing

Apprentices, with support and opportunities in the workplace, can progress onto:

- the Level 4 Higher Apprenticeship in Business & Professional Administration
- the Level 5 Higher Apprenticeship in Leadership & Management
- further or higher education to undertake marketing related or other qualifications, including Foundation degrees

- a range of Marketing Management undergraduate programmes
- a range of Marketing Professional Qualifications at level 4 and above

With additional training, apprentices may be able to progress in their careers to roles including marketing manager, marketing account manager or research manager.

UCAS points for this pathway: N/A

Employee rights and responsibilities

Employee rights and responsibilities are embedded within the Level 3 Certificate in Principles of Marketing, which automatically covers the key Employee Rights and Responsibilities, as follows:

1. Knows and understands the range of employer and employee statutory rights and responsibilities under Employment Law and that employment rights can be affected by other legislation as well. This should cover the apprentice's rights and responsibilities under the Disability Discrimination Act, other relevant equalities legislation and Health & Safety, together with the responsibilities and duties of employers
2. Knows and understands the procedures and documentation in their organisation which recognise and protect their relationship with their employer. Health & Safety and Equality & Diversity training must be an integral part of the apprentice's learning programme
3. Knows and understands the range of sources of information and advice available to them on their employment rights and responsibilities. Details of Access to Work and Additional Learning Support must be included in the programme
4. Understands the role played by their occupation within their organisation and industry
5. Has an informed view of the types of career pathways that are open to them
6. Knows the types of representative bodies and understands their relevance to their industry and organisation, and their main roles and responsibilities
7. Knows where and how to get information and advice on their industry, occupation, training and career
8. Can describe and work within their organisation's principles and codes of practice
9. Recognises and can form a view on issues of public concern that affect their organisation and industry

The Skills CFA ERR workbook, available from the Skills CFA website (www.skillscfa.org) - the workbook has been designed to enable apprentices to work their way through a series of questions and activities which will bring the ERR to life, making the learning more meaningful and long lasting and enhance the employability skills of the apprentice.

Evidence of achievement of ERR

Learners who have completed the Level 3 Certificate in Principles of Marketing will have automatically covered the ERR requirements, therefore no additional evidence of achievement is needed.

The remaining sections apply to all levels and pathways within this framework.

How equality and diversity will be met

According to national statistics data, the Marketing industry employs approximately even numbers of male and female professionals, although there are slightly more males employed within the industry (54%). This figure varies considerably depending upon which sector of the economy and job level is being considered, as well as the job role itself. The workforce includes relatively equal numbers of workers across all age groups, although there are relatively few younger workers, particularly when compared to the Sales industry.

The ethnicity of the Marketing workforce is skewed towards an over-representation of white professionals (94%), with under-representation of Black and Minority Ethnic professionals when compared to the UK population as a whole.

The workforce is dominated by full-time roles, which may be a factor in explaining the slightly lower proportion of female Marketing professionals. Research suggests that part-time roles across all industries tend to be relatively favoured (on aggregate) by female members of the workforce.

There is no data available on the proportion of the Marketing workforce that has a disability or learning difficulty.

Research suggests that the imbalances within the industry may be caused by a number of factors, including:

- a strong preference for graduate status as a requirement for entry into the profession which may deter younger people from applying
- perceptions that some roles within the Marketing industry are geared towards male or female individuals due to gender stereotyping (for example Graphic designers are predominantly male, whilst Conference and Exhibition Managers are predominantly female)

The development of this Apprenticeship framework aims to mitigate these potential factors by developing an open, clear and fit-for-purpose Apprenticeship framework that provides a non-graduate entry route into the profession and supports recognised progression routes through the profession.

As the UK workforce and customer base becomes more diverse, the Marketing industry needs to reflect that diversity and manage it effectively. This requires not only sensitivity to issues such as ethnicity, culture, gender and disability, but an awareness of the potential for different and more creative approaches that diversity in general brings.

Apprenticeships are seen as a vital route to encourage and facilitate a diverse set of individuals entering into the Marketing industry. Entry conditions to this framework do not discriminate against any individuals, with the framework being open and accessible to all potential apprentices. Mentoring is also promoted within the Apprenticeship to provide additional support and increase the chances of apprentices staying. Training providers and employers must also comply with the Equality Act 2010 to ensure that applicants are not discriminated against in terms of entry to and promotion within, the industry, using the protected characteristics of:

1. Age
2. Disability
3. Gender reassignment
4. Marriage and civil partnership
5. Pregnancy and maternity
6. Race
7. Religion or Belief
8. Gender
9. Sexual orientation

Skills CFA will monitor take-up and achievement of all apprenticeships and take steps to address any barriers to take-up and achievement.

On and off the job training (Wales)

Summary of on- and off-the-job training

Training time for the Marketing Apprenticeship programmes is split into on the job training hours and off the job training hours, as described below.

Total on the job and off the job training hours are as follows:

- Level 2 Marketing - 441 hours
- Level 3 Marketing - 492 hours

Off-the-job training

Level 2 Marketing Foundation Apprenticeship

The total off-the-job training for the Marketing Foundation Apprenticeship is 157 hours, made up as follows:

- 60 hours for Essential Skills Wales (20 hours per Skill)
- 58 hours (minimum) for the knowledge based qualification
- 15 hours for activities including inductions and the ERR national outcomes
- 24 hours of off-the-job coaching and mentoring to support the apprentice

Level 3 Marketing Apprenticeship

The total off-the-job training for the Marketing Apprenticeship is 166 hours, made up as follows:

- 60 hours for Essential Skills Wales (20 hours per Skill)
- 67 hours (minimum) for the knowledge based qualification
- 15 hours for activities including inductions and the ERR national outcomes
- 24 hours of off-the-job coaching and mentoring to support the apprenticeship

How this requirement will be met

Training hours delivered under an Apprenticeship agreement may vary depending on the previous experience and attainment of the apprentice.

The amount of off-the-job training required to complete the Apprenticeship under the Apprenticeship agreement may then be reduced accordingly, provided the total number of

off-the-job hours for this framework can be verified for Apprenticeship certification.

Previous attainment

Where a learner enters an apprenticeship agreement having previously attained parts or all of the relevant qualifications, this prior learning needs to be recognised using either QCF credit transfer for achievements within the QCF; or through recording certificated learning outside of the QCF, for example Principal Learning qualifications.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within five years of applying for the Apprenticeship Certificate.

Previous experience

Where a learner enters an Apprenticeship agreement with previous work-related experience, this prior learning needs to be recognised [see QCF Guidance on Claiming Credit for further details]. To count towards Apprenticeship certification, previous experience must be recorded using the appropriate Awarding Organisation's CQFW 'Recognition of Prior Learning' (RPL) procedures and the hours recorded may then count towards the off-the-job hours required to complete the Apprenticeship.

For apprentices with prior uncertificated learning experience, the off-the-job learning must have been acquired within five years of application for the Apprenticeship Certificate or have been continuously employed in the relevant job role in the industry for three years duration.

Off-the-job training needs to:

- be planned, reviewed and evaluated jointly between the apprentice and a tutor, teacher, mentor or manager;
- allow access as and when required by the apprentice either to a tutor, teacher, mentor or manager;
- be delivered during contracted working hours;
- be delivered through one or more of the following methods: individual and group teaching, e-learning, distance learning, coaching; mentoring, feedback and assessment; collaborative/networked learning with peers, guided study and induction.

Off-the-job training must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the assessor and employer.

Evidence of off the job hours

The Apprenticeship Certificate Claim Form must be completed by the learner and employer or training provider, stating that the minimum required levels of on an off the job training, as set out in the apprenticeship framework document, have been met.

Please see the Skills CFA website for the relevant documents and for further information (www.skillscfa.org)

On-the-job training

Level 2 Marketing Foundation Apprenticeship

The total on-the-job training for the Marketing Foundation Apprenticeship is 284 hours, made up as follows:

- 120 hours for Essential Skills Wales (40 hours per Skill)
- 82 hours (minimum) for the competence based qualification
- 58 hours (minimum) for the knowledge based qualification
- 24 hours of on-the-job coaching and mentoring to support the apprentice

Level 3 Marketing Apprenticeship

The total on-the-job training for the Marketing Apprenticeship is 326 hours, made up as follows:

- 120 hours for Essential Skills Wales (40 hours per Skill)
- 115 hours (minimum) for the competence based qualification
- 67 hours (minimum) for the knowledge based qualification
- 24 hours of on-the-job coaching and mentoring to support the apprentice

How this requirement will be met

On-the job training is defined as skills, knowledge and competence gained within normal work duties.

These hours may vary depending on previous experience and attainment of the apprentice. Where a learner enters an Apprenticeship agreement having previously attained or acquired the appropriate competencies or knowledge, this prior learning needs to be recognised and documented using the relevant QCF credit transfer, QCF exemption or RPL procedures (as off-the-job above). The amount of on-the-job training required to complete the Apprenticeship under the Apprenticeship agreement may then be reduced accordingly, provided the total number of on-the-job hours for this framework can be verified for Apprenticeship certification.

Apprentices who commence training under a new Apprenticeship agreement with a new employer may bring a range of prior experience with them. When an apprentice can claim 25% or more hours towards the on-the-job framework total through prior learning acquired from previous full-time education, employment or other vocational programmes, then the apprentice's learning programme should include 'customisation'.

Training providers are encouraged to identify additional on-the-job training programmes that customise the learning to the new workplace. Customisation programmes may include:

- selecting appropriate additional Unit(s) from QCF qualifications, or relevant units recognised as Quality Assured Lifelong Learning [QALL] through a CQFW recognised body
- following Essential Skills at a level higher than that specified in the framework
- including one or more Wider Key Skills or other competency-based qualifications/units relevant to the workplace.

For apprentices who have already achieved the relevant qualifications, they must have been certificated within 5 years from the date of application for the Foundation Apprenticeship/Apprenticeship Certificate or have been continuously employed in the industry for three years. Job roles within Marketing require a thorough level of technical competence and knowledge, which will be undertaken through work-based training, practice and experience.

On-the-job learning must be formally recorded, either in a diary, workbook, portfolio, or be verified by attendance records. This evidence needs to be checked and signed by the learner and assessor.

Evidence of on the job training hours

The Apprenticeship Certificate Claim Form must be completed by the learner and employer or training provider, stating that the minimum required levels of on an off the job training, as set out in the apprenticeship framework document, have been met.

Please see the Skills CFA website for the relevant documents and for further information (www.skillscfa.org)

Wider key skills assessment and recognition (Wales)

Improving own learning and performance

The Wider Key Skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider Key Skills delivery is required.

Working with others

The Wider Key Skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider Key Skills delivery is required.

Problem solving

The Wider Key Skills are already covered within the core elements of the Apprenticeship qualifications. No additional Wider Key Skills delivery is required.

Additional employer requirements

There are no additional employer requirements.

apprenticeship
FRAMEWORKS ONLINE

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www.afo.sscalliance.org