

Assessment Strategy

2010 Marketing Standards

February 2011

Contents

No.	Detail	Page
1	Introduction	3
2	External quality control	3
3	Assessing performance	3
4	Simulation	3
5	Occupational expertise to assess performance, and moderate and verify assessments	4

1 Introduction

- 1.1 The Marketing Assessment Strategy is designed to provide awarding organisations with a robust and flexible approach to deliver assessment for Marketing NVQs / SVQs and competence-based qualifications.

2 External quality control

- 2.1 Awarding organisations will provide qualifications and quality assurance that support their delivery to all Marketing NVQs / SVQs and competence-based qualification assessment centres in line with regulatory requirements in England, Scotland, Wales and Northern Ireland.
- 2.2 Awarding organisations must use independent assessment¹ for NVQs / SVQs and competence based qualifications.
- 2.3 Awarding organisations will supply SkillsCFA (CFA) with reports:
- Quarterly: provide registration and achievement data at unit and qualification levels

3 Assessing performance

- 3.1 Assessment of all units at any level of Marketing NVQs / SVQs and competence-based qualifications may be based on either candidate performance at work or through simulation, as necessary (See Section 4 below).
- 3.2 Units which have been imported by the CFA in their Marketing NVQs / SVQs and competence-based qualifications will be assessed in compliance with their relevant assessment strategies.

4 Simulation of NVQ / SVQ units

- 4.1 If a unit or part of a unit at any level is simulated, it must be undertaken in a 'realistic working environment' (RWE).
- 4.2 Awarding organisations will provide guidance for centres on RWEs. Awarding organisations will make sure RWEs, "provide an environment which replicates the key characteristics of the workplace in which the skill to be assessed is normally employed".

5 Occupational expertise to assess performance, and moderate and verify assessments

- 5.1 Candidates must be assessed, moderated or verified at work either by:
- a. **Assessors, moderators** or **verifiers** who have achieved or are working towards achievement of the appropriate regulatory body approved unit qualifications for assessment, moderation or verification;
- OR
- b. A **trainer, supervisor** or **manager**, employed by an organisation, who must either:

¹ Independent assessment is assessment of candidates' work that is carried out by assessors who do not have a vested interest in the outcome.

1. Have achieved or be in the process of achieving the appropriate regulatory body approved unit qualifications for assessment, moderation or verification; or,
 2. Seek guidance and approval from an awarding organisation to demonstrate that the;
 - o Organisation has appropriate processes in place to facilitate assessment, moderation or verification functions
 - o Trainer, supervisor or manager is able to map their assessment, moderation or verification skills and knowledge 100% to the NOS upon which the qualifications above are based, and the A and V units. This is known as the employer direct model in Scotland.
- 5.2 **Assessors** must be occupationally competent to make Marketing assessment judgements about the level and scope of individual candidate performance at work or in RWEs; and, occupationally competent to make assessment judgements about the quality of assessment and the assessment process.
- 5.3 **External Moderators / Verifiers or Internal Moderators / Verifiers** must be occupationally competent to make Marketing moderation and verification judgements about the quality of assessment and the assessment process.
- 5.4 Awarding organisations will supply information on the requirements for internal and external moderation / verification activities to Marketing assessment centres.
- 5.5 The sector requires all assessors, moderators and verifiers to maintain current Marketing competence to deliver these functions. The CfA recognises this can be achieved in many ways but must be recorded in individual continual professional development (CPD) records that are maintained in Marketing assessment centres.