# **8th November 2023 – Digital EPA Update Webinar – Q&A**

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| When is the Multi-channel Marketer going to be live, and does this mean the Digital Marker standard will be removed? | Our EPA for Multi-channel Marketer (MCM) will be available from February 2024. Our understanding is that existing Digital Marketer apprentices can transfer to MCM. New apprentices from December will be working towards MCM EPA. The new standard is due to go-live on the 11 December, https://www.instituteforapprenticeships.org/apprenticeship-standards/multi-channel-marketer. After this date all learners will be working towards this new standard. |
| You say "can transfer" do they have to if they have started now? | No, new apprentices can start on DM until 11 December. After that date they must start on MCM, and no-one has to transfer from DM to MCM |
| Also, can you tell me if any resources are available for the MCM as December is only a few weeks away. Thanks | No resources from City & Guilds yet, but MCM includes more general marketing activities (it replaces DM and the Marketing Assistant standard) so there will be lots of marketing resources out there. Also, there are no on-programme knowledge quals (unlike DM). We are due live with MCM in February, so all our materials are being built currently ready for a launch in the New Year. |
| Can we get more detailed feedback on assessments, what was good etc. | We are working towards this with our Assessor Team with the intention of improving the Feedback forms you receive. |
| I was hoping to get some clarification around the embedding of knowledge within the portfolio. Are you expecting seperate knowledge statements within the portfolio, or embedded within the activities they are presenting? | We are looking more towards embedding within activities, so moving away from a piece of evidence per KSB as this would become excessive. By carrying out a task or project for example, an apprentice could plan, implement, test and reflect on a task that has been carried out, therefore covering a range on KSB’s within one piece of evidence. |
| So instead of STARR, would STARRT be useful, the latter letter being theory. Theory related to the task? Would that cover it? | It is not a requirement to follow the STAR model, this is a tool apprentices can utilise. As long as the evidence produced fulfils at least the minimum requirements of the KSBs being targeted then this is accepted. |