



## Optional assessment guidance 2023–24

This guidance is **optional**. You can use this guidance or deliver and assess as outlined in the unit specification.

Unit title:	<a href="#">Digital Marketing Communications: An Introduction</a>
Unit code:	HR33 47

Your approach **must** meet the national standards

### Changes to conditions of assessment and/or evidence requirements

#### [Digital Marketing Communication: An Introduction \(SCQF level 7\) HR33 47](#)

##### Outcomes 1 and 2

You can alter the assessment conditions from supervised open-book conditions, to remote online assessment.

You can find more information on [HNVQ delivery and assessment approaches for session 2023-24](#) on SQA's website.