



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: | Digital Marketing Communications: An Introduction |
| Unit code: | FK93 34 |

Your approach **must** meet the national standards

Changes to conditions of assessment and/or evidence requirements

[Digital Marketing Communication: An Introduction \(SCQF level 7\) FK93 34](#)

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.