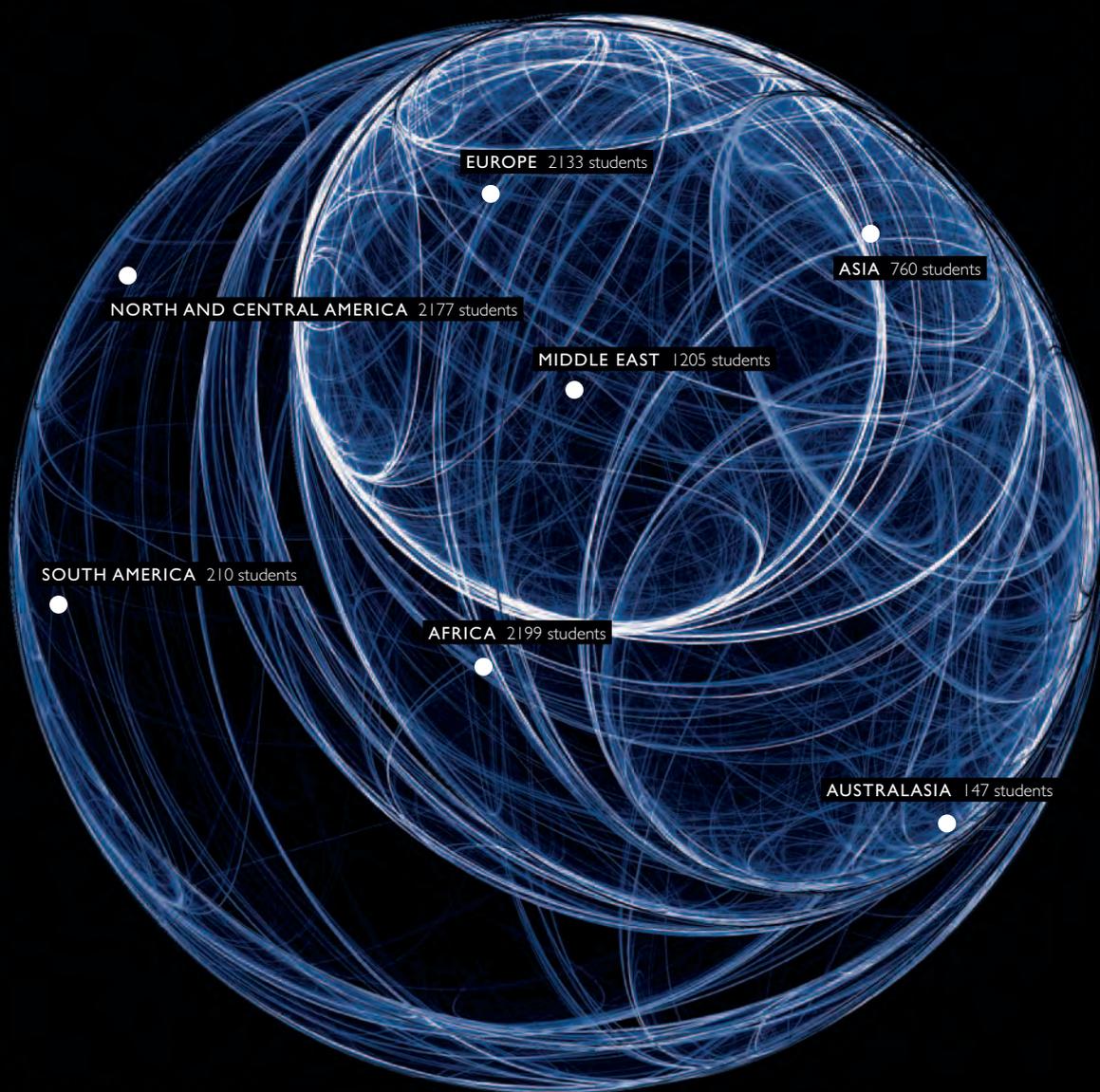


MSc Marketing Student Handbook



1. The MSc Marketing

Marketing is a management philosophy which recognises that the satisfaction of current and future needs of customers is critical to business success in today's highly competitive global business environment. In the 21st Century the achievement of marketing goals will become increasingly dependent on the effective use of relevant and timely data and information to create competitive advantage, and to facilitate decision-making in the selection of target markets, positioning, pricing, product and service design, promotion and distribution.

Marketing is one of the most difficult areas of analysis and decision-making for a company. The problems faced in marketing do not exhibit the neat quantitative properties of many problems in production, accounting or finance. Very often psychological variables are involved. Decisions have to be taken in dynamic and turbulent market circumstances and this creates both challenges and opportunities for companies.

This MSc. is aimed at individuals who wish to develop a career in marketing but require an applied and wide ranging grounding rather than a theoretical perspective. The programme will appeal to graduates in non-business subjects who wish to develop a career in marketing and individuals who have business-related work experience and now wish to move into, or up-grade their skills and decision-making capability in, the marketing discipline.

The course structure enables you to develop specific skills that can be integrated into the development of your career.

Basic marketing principles

In highly competitive markets the success or failure of a product or service may be determined by the marketing decisions you take. It is essential therefore to be able to make the correct decisions on the basis of critical analysis and evaluation and develop marketing strategies and programmes which are evidence-based and which take best advantage of the company situation and market circumstances. Developing an understanding of the factors that influence buyer behaviour is a key factor in the development of successful marketing strategies.

Using marketing data

It is possible to generate numbers in a variety of ways but it is equally important to understand the strengths and weaknesses of data and how they can be used in making marketing decisions.

Managing a marketing programme

A marketing programme encompasses the tactical decisions which must be made in designing a strategic marketing programme including decisions relating to sales force management; marketing communications; marketing channel and retailing.

Specific contexts for marketing programme decisions

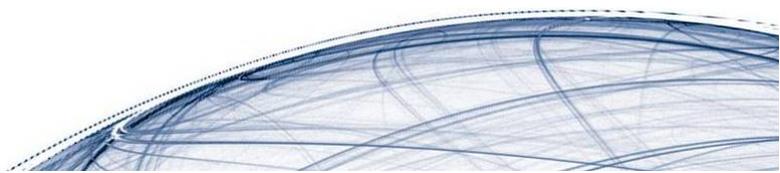
Marketing decision-making is considered in detail in both an international marketing context as well as in relation to services marketing.

Associated skills

The marketing activity does not occur in a vacuum. It is essential to be able to negotiate the marketing budget internally and to engage in effective negotiations with outside parties.

2. Accreditation

The Edinburgh Business School MSc Marketing programme is accredited by the Chartered Institute of Marketing (CIM) UK. Students who successfully complete the MSc degree will receive exemption from the CIM Professional Diploma.



3. Core courses

The core courses are summarised below. For more detailed information about the courses, you should consult <http://www.ebsglobal.net/programmes/course-tasters>.

Consumer Behaviour

David Statt

Consumer Behaviour is something we all engage in every day. We buy and use goods and services constantly. The prevalence of consumption is such that we are often unaware of its importance in shaping our lives and this course adopts a psychological approach to its subject matter. Why consumers buy, what they buy and how they respond to marketing and advertising influences, are the crucial issues dealt with in this course.

International Marketing

Philip Cateora and John Graham

This course addresses global issues and describes concepts relevant to all international marketers. The course provides an approach and framework for identifying and analysing the key cultural and environmental characteristics of any nation or global region and highlights the importance of viewing international marketing management from a global perspective

Marketing

John Mullins, Orville Walker and the late Harper Boyd

Why do consumers purchase one product rather than another? You have to confront the issue of why consumers would purchase your product rather than a competitors'. Factors such as market positioning, branding, consumer loyalty and segmentation determine the success or failure of products in highly competitive markets. Furthermore, it is extremely difficult to manage products successfully in competitive markets. The marketing process involves market analysis and the development and implementation of a marketing programme. To be a successful marketer you need to understand not only the factors, which influence buying behaviour but be able to bring products to market in an effective manner.

Marketing Research

Tony Proctor

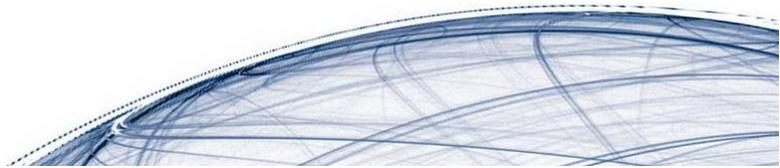
This course provides you with a solid understanding of the marketing research process as well as the practical skills necessary to undertake marketing research of both a qualitative and quantitative nature. The emphasis is on solving marketing problems using marketing research. Extensive case study material provides insights into the problems and practical applications of the research techniques.

Marketing Communications

Chris Fill

The often-misunderstood concept of marketing communications is examined from a strategic perspective in this course. The following ideas are explored: the interlinking of corporate, marketing and communication strategy; the blend of internal and external communications; the relational aspects of network communications; the context within which marketing communications operate; how audiences frame and interpret marketing messages.

This course assumes relationship marketing to be essential and sees communication in the context of both transactional and relational exchanges. Corporate and marketing communications are considered as important components of the complete process.



4. The elective courses

You can choose from a range of electives in order to assemble the 4 required for the MSc. The order in which you study the elective courses is a matter of personal preference. The electives allow greater depth of study in areas related to the core elements. The subjects of the electives have been chosen to elaborate vital contemporary issues of concern to those who operate at the highest level.

You are encouraged to use your choice wisely. Following personal interest is clearly desirable. You may wish to emphasise those electives of immediate interest to your work. A long term view rather than a short-term benefit should guide the choice. The available electives are:

Marketing Channels

Lou Pelton, David Strutton and James Lampkin

Channel relationships are increasingly important in creating market value and sustainable competitive advantage. This course provides an up-to-date perspective of the relationships among marketing channels using the Channel Relationship Model (CRM).

Negotiation

Gavin Kennedy

Negotiation is one of several means available to managers to assist in the making of decisions. The course aims to provide a thorough grounding in the science and practice of negotiation. Various academic disciplines (economics, psychology, sociology, politics, anthropology and mathematics) have researched negotiation from their particular standpoints and much of this material forms the basis for the scientific analysis of negotiation.

Principles of Retailing

Suzanne Fernie, John Fernie and Christopher Moore

This course considers how retailers can achieve competitive advantage by rapid organisational response to changing consumer demands. As well as examining operational functions of retailing, the course shows how the integration of marketing, buying and logistics functions drive the growth of retail organisations. The course also investigates future patterns for retail growth particularly in international/global retailing and in e-commerce.

Quantitative Methods

David Targett

In order to make decisions it is necessary to have access to information. In the world of business, that information will often be in numerical form. The objective of this course is to enable you to make good decisions and to be able to organise and understand numbers.

Research Methods in Business and Management

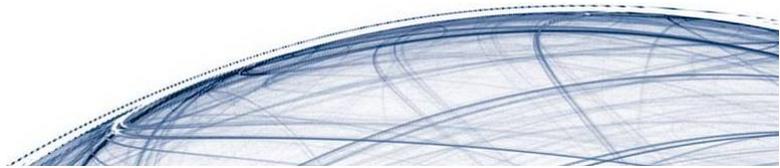
Devi Jankowicz

This course equips you with the research skills and knowledge to conduct the primary and secondary research which is necessary for a Masters level project in business and management.

Sales Force Management

David Jobber and Geoff Lancaster

An integrated approach to sales management has a direct effect on sales performance. As well as providing a thorough and up-to-date overview of the accumulated theory and research evidence relevant to sales force management, this elective considers sales force management from a strategic perspective. Practical actions which sales managers can take to direct, influence and control sales staff area also examined.



Services Marketing

Christopher H. Lovelock, Sandra Vandermerwe, Barbara Lewis and Suzanne Fernie

Service industries face dramatic changes in their environment, ranging from developments in computerisation and telecommunications (including the Internet) to the emergence of global markets for their output. Perhaps the most significant trend – representing both a threat and an opportunity – is the increasingly competitive nature of service markets. Established ways of doing business are no longer adequate. Around the world, innovative newcomers offering new standards of service are succeeding in markets where established competitors have failed to please today's demanding customers.

Marketing practice in the service sector continues to evolve rapidly. This course emphasises the need for a distinctive approach to planning and implementing marketing strategy for service organisations. The course seeks to provide you with an understanding of the nature of services and customers and the issues involved in managing successful relationships with customers. Strategic issues in services marketing are considered together with the need to integrate services marketing with other management functions.

5. Course Order

It is recommended that your study programme starts with Marketing and **Consumer Behaviour**. Marketing provides an essential introduction to a wide range of aspects of marketing, a number of which are then built on in the more specialist courses. **Marketing Research, Marketing Communications** and **International Marketing** follow on naturally from the first two courses. Electives should be scheduled as the third stage of the programme.

Stage 1 – Core Courses

Marketing
Consumer Behaviour

Stage 2 – Core Courses

Marketing Research
Marketing Communications
International Marketing

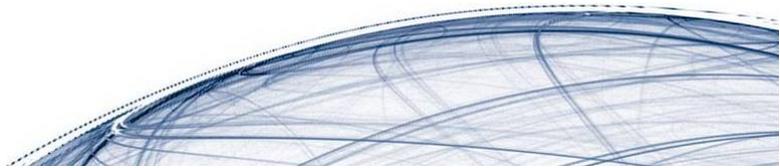
Stage 3 – Elective Courses (four to be chosen)

Marketing Channels
Negotiation
Principles of Retailing
Quantitative Methods
Research Methods for Business & Management
Sales Force Management
Services Marketing

6. Awards

MSc Marketing

After successfully completing nine courses including all core courses and four electives you are eligible for the award of MSc Marketing. In this context 'successfully complete' means pass all the examinations. This award is also subject to the conditions that you be matriculated onto the programme, pay all due fees and comply with all other Edinburgh Business School and University requirements.



Postgraduate Certificates and Diplomas

The MSc Programme is structured to allow the greatest possible flexibility. You have the opportunity to receive interim qualifications en route to the MSc, the Postgraduate Certificate in Marketing and the Postgraduate Diploma in Marketing.

To be eligible for the award of a Postgraduate Certificate in Marketing, you must:

- be matriculated;
- successfully complete Marketing plus two core courses.

A maximum of one exemption or credit transfer will be permitted for the award of the Postgraduate Certificate. Eligibility for the award of a Postgraduate Certificate includes the ability to matriculate to the MSc.

To be eligible for the award of a Postgraduate Diploma in Marketing, you must:

- be matriculated;
- successfully complete the five core courses plus one elective.

A maximum of two exemptions or credit transfers will be permitted for the award of the Postgraduate Diploma.

7. Guidance Notes

The following is a brief guide to the regulations of the MSc programme. The Regulations and Ordinances of the University are updated on a regular basis. The internet editions, available at <http://www.hw.ac.uk/>, replace all previous editions.

Registration (Matriculation)

To qualify for matriculation, you must hold at least one of the following qualifications:

- First or second class honours degree of Heriot-Watt University, or other University or institute of higher education, recognized by Heriot-Watt University
- Meet the requirements for the Edinburgh Business School Postgraduate Certificate in Marketing by obtaining passes in three core courses, one of which must be Marketing
- Another qualification deemed by Senate to be acceptable

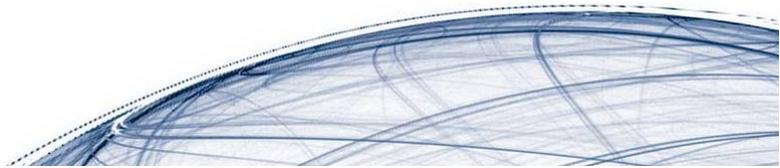
You are advised to download the matriculation form from [Student Services](#) upon commencement of your studies. Please complete the form in full and return it to the School, together with one current passport sized photograph. Please note that someone of standing in your community must certify the form. Edinburgh Business School scans the photograph into its computer systems, for use on your examination details letter. It is therefore essential that the photograph which you submit is clear and of good quality.

If you are applying for matriculation on the basis of previous qualifications, you must also submit certified photocopies of the qualification that you consider relevant.

If you are not eligible for immediate registration, your application will be held on file and you will be enrolled when you complete three core courses, at least one being Marketing.

Student ID & Registration Numbers

Upon commencement of the programme you are allocated a Student Identification number (SID) and a Registration Number (RegNo). These numbers are unique to you and will



remain with you for the duration of your studies. You should use your SID in all communication with Edinburgh Business School and its partners. The numbers are also used as access codes to the [Course Website](#) and [Student Services](#).

The SID number is used as a username for both websites. You will need to use the last 5 digits of your Registration number as your password for the [Course Website](#) and the full number as your password for the [Student Services](#) site.

Credit transfers & Exemptions

Guidelines on the award of exemptions and credit transfers are available [online](#).

Heriot-Watt MBA Alumni are permitted a maximum of four credit transfers for courses completed in the MBA and which form part of the MSc programme.

Exemptions from specific core courses may be granted to holders of recognised academic or professional qualifications if they are of degree level and if they have been obtained by examination. Exemptions will be awarded if holders of approved qualifications can provide evidence of comparability of course content. There is no provision for exemptions from elective courses.

Typically, a maximum of one exemption is granted for an undergraduate degree majoring in a subject relevant to one of courses; for example, a bachelor's degree in Marketing may lead to an exemption from the Marketing course. Professional qualifications, obtained by examination within 5 years of application, may also lead to exemptions. For example, students who hold the CIM Professional Diploma may be awarded a credit transfer for the core Marketing course.

Eligibility for exemption is based on academic achievement only, not on work experience. If you wish to apply for an exemption you should download and complete the Exemption Application form and send it with supporting documentation and required fee to Edinburgh Business School, the sole authority on this matter. Where Edinburgh Business School rejects an application for an exemption, the fee paid is used to cover the examination fee in the relevant course.

Examinations

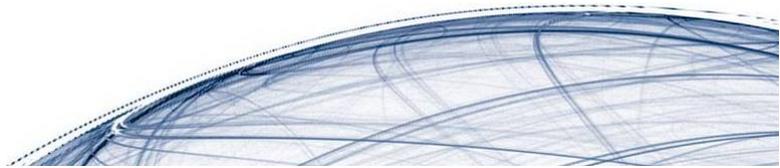
Each course is assessed by formal examination. The assessment of each course is derived entirely from your performance in a single examination lasting 3 hours. To complete a course successfully you must obtain at least 50% in the examination.

All examinations are subject to rigorous scrutiny by both Heriot-Watt University examiners and by external examiners from other leading UK universities.

To help you prepare for the examinations 10 recent past-papers, examiners solutions and selected student answers are made available in each [Course Website](#).

Use of Calculators

Edinburgh Business School does not supply calculators for student use in examinations. However, the use of calculators is permitted, provided they are University approved models. Students are not permitted to bring into their examinations any calculators that have storage (other than basic memory functions), programmable or graphical functions. The majority of calculators, which are programmable, have the suffix "p" after their name. Likewise, any calculator with the suffix "g" at the end will not be permitted. Invigilators have been instructed to confiscate any calculators that are not permitted.



Examination Centres

The University holds examinations for all courses in June and December at more than 350 examination centres, located in over 140 countries, worldwide (major diets). Centres are not fixed in advance but are arranged in response to students' requests at the time of application. Whilst some travel may be required, the University endeavours to arrange examinations as near to the locations requested by students as is practical, on a worldwide basis.

In March and August, minor diets of examinations are offered in selected subjects in a small number of examination centres.

The full examination timetable is available from the [Student Services](#) website.

Special arrangements

You are permitted to record your answers by an appropriate alternative means approved by the School if you suffer from a disability that, in the opinion of the School, prevents you from completing an examination paper in writing. You are allowed extra time in which to complete your examination if you suffer from a disability that, in the opinion of the School justifies it. You must contact the School in advance of the exam deadline providing certified copies of medical evidence confirming your particular disability.

Examination applications

The deadline dates for examination applications are 1st March & 1st September for the June and December major diets respectively. The deadline date for the minor diets in March and August are 7th February and 24th July respectively.

If you have purchased a course the home page of the Student Services website will offer you the option to 'Apply to sit an Exam' in that course. Clicking on this option will open an electronic form you complete and submit electronically. The exam fee of £100 per course will be collected from your credit card, using the information you provide. **Exam fees are paid for an individual subject and are not transferrable.**

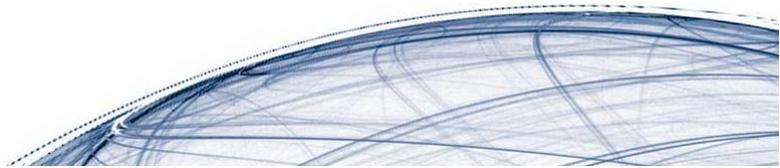
If you have purchased a course through an Approved Learning Partner you should contact them as they may have special arrangements for exam applications.

If you do not wish to use the online exam application facility you can arrange an examination over the phone. Alternatively, you can request an Examination Application Form from Edinburgh Business School Administration. Please ensure that you send the forms in good time and by a secure method of posting. The School cannot be held responsible for applications going astray in the postal services. The School can accept forms only if they are accompanied by the required fee.

Incomplete/incorrectly completed application forms will be returned to you and cannot be accepted unless they are correctly completed and returned to the School by the closing date.

The School will acknowledge receipt of your examination request within 3 weeks of receiving it. **Please check the accuracy of the information contained in the acknowledgement letter and contact Edinburgh Business School if the information is incorrect.** You can also check if your exam request has been processed in the 'Exam Service' section of the Student Services website.

Approximately one month before the examinations you will receive confirmation of the location and time of your examinations. This letter, which will include your scanned photograph, is proof of your entry and must be taken with you to the examination centre



on the day of examination. **Failure to produce this letter could result in the centre refusing to allow you to sit the examination.** If for any reason you do not receive this letter, please ensure that you have alternative proof of identification which includes a recent photograph such as your passport.

Examination payment

The School can only accept payment for examinations in Sterling (£). Payment for entries processed on-line is by credit or debit card. Please note that the following are acceptable: **Visa, MasterCard, Delta, JCB, Switch and Solo.** Please provide your credit card number in full, the 3 digit security number and the expiry date of your card, ensuring that the expiry date is at least two months after the examination entry deadline date.

If you do not hold one of the above cards or are returning a green/examination entry form, you can make payment by a cheque or Sterling bank draft, drawn on a UK bank, or a credit or debit card. If you are paying by cheque or bank draft, it should be made payable to Edinburgh Business School.

Examination deferral

If, having applied to sit an examination, you wish to defer your entry until a future diet; you may do so without financial penalty, provided that you advise the School before the appropriate deadline date. The deadline dates for deferring examinations, without incurring any cost, are 1st May and 1st November for the June and December diets and 7th February and 24th July for the March & August diets respectively.

You may defer an entry in writing, by e-mail, fax or in the 'Exam Service' section on the Student Services website. You will automatically be entered for the following major diet *unless you specify an alternative diet.*

If you defer an entry after the deadline for deferral, you will not be entered automatically for the next main diet of examinations. To re-apply you must submit, by the relevant closing date, confirmation of the diet you wish to enter, your preferred examination centre and the relevant examination fee (£100 per subject). This can be done in writing or via the 'Exam Service' section of the [Student Services](#) website.

Absence

Absence from an examination is not considered an attempt at the subject. However, your examination fee will not normally be credited and you will be required to pay the current exam fee at the time of re-applying to attempt the subject. To re-apply you must submit, by the relevant closing date, confirmation of the diet that you wish to enter, your preferred examination centre and the relevant examination fee (£100 per subject). This can be done in writing or via the 'Exam Service' section of the [Student Services](#) website.

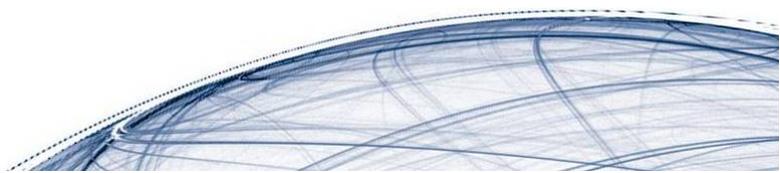
Absence on medical grounds

If you are absent due to illness you must confirm this by sending a **certified true copy of your medical certificate to the University, within four weeks** of the end of the diet of examinations. If the University accepts that you were unable to attempt the examination due to illness, your examination fee will be credited and you will automatically be entered for the following major diet, unless you specify an alternative diet.

Results

Results for examinations taken in English will be initially posted on [Student Services](#) approximately eight weeks after the end of the diet of examinations.

Results for other languages may take slightly longer due to the extra quality control processes that are required.



- December examination results will be despatched by the end of January
- March examination results will be despatched by the end of April
- June examination results will be despatched by the end of July
- August examination results will be despatched by the end of September

Your official examination results will be despatched directly to you, at the last mailing address notified. **Please do not contact the University about your results prior to the above dates.**

Edinburgh Business School will not advise examination results over the phone or by e-mail under any circumstances.

Re-sits

If you fail a course at the first attempt you will be permitted one further attempt in that subject. The Business School may require a student who fails an examination in a core course twice to withdraw from the programme. However, a third attempt may be granted if you have completed four other courses. Under no circumstances will a third attempt be permitted at an elective course. An alternative elective must be chosen to obtain an award.

You can apply to re-sit through the 'Exam Service' section of the [Student Services](#) website.

Appeals

You should notify the Head of School, as soon as possible after the examination, of any illness or other exceptional circumstances which may have adversely affected your performance and which you would like the examiners to take into account in making their decision.

You are not permitted to dispute the decisions or question the academic judgment of the Board of Examiners once the results are released.

If you have failed an examination you will receive a fail report and solutions to the relevant case studies/essays. This will provide you with an indication of the standard required to pass the course and help you to prepare for a possible re-sit.

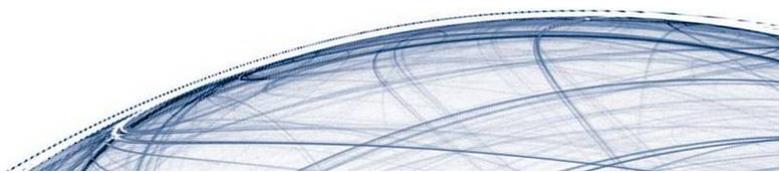
If you have failed an exam and would like feedback on your performance you may request an analytical report on each case and essay question. You will be required to indicate this by correspondence and to include a fee of £100 for each course for which the report is requested.

Under no circumstances will examination scripts be returned to you after the examination.

Compensatory Passes

If you have successfully completed seven or eight courses and have failed narrowly in the remainder you may be awarded a pass by compensation subject to the following conditions:

- Passes have been attained in at least seven courses
- The mark to be compensated is not less than 45%
- A pass by compensation will be awarded in a maximum of two courses
- The total shortfall of marks shall not exceed 5%
- All other requirements for Award have been satisfied



The relevant Committee awards compensatory passes when it meets to confirm the names of those eligible to graduate.

Transcripts and Certificates

You will receive a Certificate of Achievement for each course you pass. A transcript can be obtained from enquiries@ebs.hw.ac.uk for a charge of £10 Sterling. Transcripts contain the date and grade of each successful examination but not the mark obtained. Certificates and transcripts make no reference to the mode of delivery or language of instruction.

Graduation

When you have met the requirements for the MSc degree, you will be sent information regarding the appropriate congregation for the conferment of degrees ceremony. You are not considered to be a MSc graduate until the degree has been conferred at this ceremony.

Graduation is held every June in Edinburgh with additional ceremonies in various locations worldwide in November/December. Students have the option to graduate in person at the next available ceremony, defer their graduation until a later ceremony or graduate in absentia. Students who graduate in absentia will also have the option to attend the next available ceremony in person.

Data protection policy

Edinburgh Business School at Heriot-Watt University and its commercial partners work in partnership to deliver the Courses and Programmes. To ensure this Programme is managed efficiently and students supported effectively, some information recorded as you progress in your studies will be shared between Edinburgh Business School and its partners. Your Approved Support Centre will use this information for academic programme support, for administration and for the provision of information to students; Edinburgh Business School will use this information for academic programme management; commercial partners will use this information for operational and administration purposes only.

Change of contact details

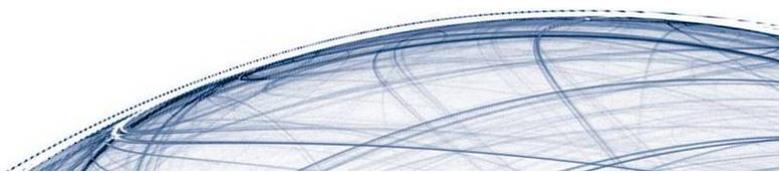
You are responsible for notifying us of any changes to your contact details. You can do this directly through the [Student Services](#) site. Changes in name should be notified to us in writing together with a copy of the legal documentation that confirms this change (marriage certificate, deed poll certificate).

On-campus tuition

Some MSc courses are taught at the Heriot-Watt campus on the outskirts of Edinburgh.

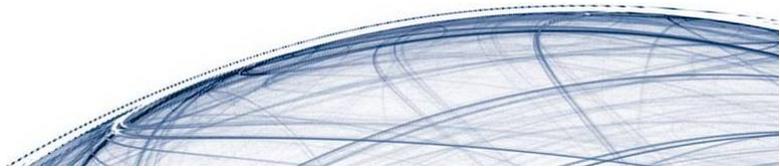
- Intensive 4 day tutorials are delivered at Edinburgh Business School. These seminars are based on the School's experience of teaching to corporations, and 10 years experience delivering value added seminars. The seminars assume prior study of the course materials, and provide practical applications and contextualisation.
- A schedule of 2 day revision seminars in selected subjects are also delivered on campus at Edinburgh Business School. These 2 day seminars are conducted by Edinburgh Business School and give advice on examination preparation.

See www.ebsglobal.net for information on how to apply to join these sessions.



Changes to Fees and Programme Structures

Edinburgh Business School reserves the right to make changes to its fees and the structure of the programme at any time. Students will be given advanced notice of any changes and steps will be taken to ensure that existing students are not disadvantaged.



ACADEMIC REGISTRY

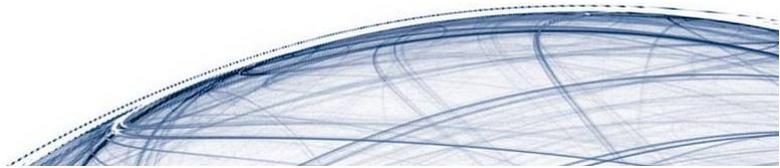
GUIDANCE ON CONDUCT

Regulation 9 (New) – Assessments and Examinations

Extracts taken from Paragraph 8 (Conduct)

PARAGRAPH 8 - CONDUCT

- 8.3 A candidate shall act in accordance with any instructions issued by an invigilator.
- 8.4 A candidate shall not be permitted to introduce printed or other material into the examination room except such as may be authorised by the examiners. Mobile telephones and other electronic equipment shall be switched off and shall be deposited with other personal items in an area designated by an invigilator. Random checks may be made of any material or equipment brought into the examination room. A candidate found to be in possession of a mobile telephone or other unauthorised electronic equipment may be liable to a fine
- 8.5 A candidate must provide their own standard calculator if required for the completion of the examination.
- 8.6 A candidate shall bring his or her matriculation card and or exam detail letter to an examination and shall display it on the desk for the duration of the examination
- 8.7 A candidate shall be admitted to the examination room not earlier than fifteen minutes before the start of the examination.
- 8.8 A candidate shall not normally bring food into the examination room but may be allowed to bring in a non alcoholic beverage.
- 8.9 A candidate shall not be admitted to the examination room later than half an hour after the start of the examination except with the permission of an invigilator.
- 8.10 A candidate shall not leave the examination room earlier than half an hour after the start of the examination except with the permission of the invigilator and shall not leave the examination room during the last fifteen minutes of an examination. A candidate shall remain in his or her seat at the end of an examination until the invigilator has collected all the examination scripts and, where appropriate, any equipment belonging to the University.
- 8.11 A candidate who has to leave the examination room temporarily shall be accompanied by an invigilator or an examination assistant.
- 8.12 A candidate shall normally remain in his or her place whilst in attendance at a written examination except in circumstances provided for in paragraphs 8.10 or 8.11.
- 8.13 All absences from the examination room during the examination or late arrivals at and early departures from the examination room shall be noted on a candidate's examination script by the invigilator.
- 8.14 A candidate may begin writing and shall stop writing on the instructions of an invigilator.
- 8.15 At the start of an examination a candidate shall receive an attendance card on which he or she shall immediately write his or her name, course and matriculation number, the subject of the examinations and the date then sign.
- 8.16 A candidate shall write answers in the answer-books or other examination stationery provided. At the end of an examination a candidate as instructed by an invigilator shall return all answer-books together with any other material with which he or she has been supplied, or on which he or she has written or drawn during the examination.
- 8.17 The answer books completed by a candidate during an examination shall thereafter become the property of the University and shall not be released except in accordance with the due process of law.



- 8.18 A candidate ready to leave the examination room shall remain in his or her place until the invigilator has collected his or her examination scripts and where appropriate, any equipment belonging to the University and has given any other relevant instructions. When he or she receives permission to leave the examination room a candidate shall do so expeditiously and quietly.
- 8.19 A candidate may not communicate with, receive assistance from or copy from the paper of another candidate or use any other unfair means during an examination.
- 8.20 A candidate may be required by an invigilator to withdraw from an examination for good cause. The invigilator shall as soon as possible report any such withdrawal to the appropriate Dean, the Head of the candidate's Department or his or her Director of Studies and the Head of the Department offering the module.
- 8.21 The answer-book of a candidate who is required to withdraw shall be sent by the invigilator to the Head of Department offering the module together with a note explaining the circumstances of the withdrawal.
- 8.22 A candidate whose examination scripts are judged to be so illegible that assessment is impossible may be required to dictate them to a typist under supervision and at his or her own expense. A request from the examiners for such action shall require the approval of the Head of the Department offering the module.
- 8.24 A candidate who disregards the procedures in this regulation concerning the introduction of electronic equipment, mobile telephones and calculators (other than those authorised by a head of department) into an examination room, may be liable to disciplinary action.

NOTES/SPECIAL ARRANGEMENTS:

1. Any legitimate concerns about the conduct of examinations organised off-campus should be addressed to the Academic Registrar, Heriot-Watt University, Edinburgh EH14 4AS, Scotland, UK. Minor problems which can be easily resolved at the time of the examination should be addressed to the Invigilator.
2. Invigilators are only permitted to make general announcements to all candidates in order to explain any typographical errors in, or omissions from, the examination paper, or to convey other instructions from the examiners. Invigilators cannot discuss an examination paper with a candidate individually.
3. Penalties for cheating. Past cases of cheating in examinations have been dealt with severely. The Heriot-Watt University Senate wishes to stress that cheating in examinations, including the introduction or use of unauthorised material, is a very serious offence and that the penalties which may be imposed if an allegation of cheating is admitted or proved included
 - Exclusion, suspension or disqualification from examinations
 - Suspension from attendance at the University for a stipulated period
 - Expulsion from the University.
4. A candidate whose examination scripts are judged to be so illegible that assessment is impossible may be required to dictate the contents to a typist under supervision at the candidate's expense. Such a request would require prior approval by writing to the Academic Registrar, Heriot-Watt University, Edinburgh EH14 4AS, UK
5. A candidate in any examination who, for medical or other reasons, requires special arrangements to be made must submit the request to the Academic Registrar, Heriot-Watt University, Edinburgh, Scotland, EH14 4AS.

