FAQs about the exam for
Marketing for Start-ups (vhb) – Winter Semester 25/26

1. **Do I have to submit all 2 parts of the exam to pass the course?**
   - Yes. All 2 parts are mandatory. If one part is missing or fails, the entire module is considered failed.

2. **Do I need to register for the exam?**
   - Yes. You can register for the exam on time via the vhb.

3. **Can I still register or deregister after the deadline?**
   - No. The deadlines are binding.

4. **Which company should I analyze?**
   - You will use your own fictional company as a basis. We will provide you with the framework conditions (industry, size, etc.).

5. **Which sources may I use?**
   - Permitted:
     - Official company sources (websites, social media)
     - Reputable online sources (e.g., Tagesschau, FAZ, Statista)
     - Reference books, textbooks, and journals (e.g., VHB ranking)
   - Not permitted: Wikipedia or sources without clear authorship.

6. **Can I choose my own group?**
   - Yes. You can form groups of four people yourself. There will be a survey to determine the groups. Alternatively, we will be happy to assign you to a group.

7. **How do we divide up the group performance?**
   - The chapters and subchapters can be divided individually. Each contribution must be clearly assigned to one person.

8. **What if it doesn't work out in the group?**
   - Group work is part of the module. In the event of serious problems, the work may be written individually (with a reduced number of pages, same requirements).

9. **Can I write the paper in German?**
   - No. The course and exams are currently only available in English. If you would like to take the course in German, please register for the parallel course "Marketing für Start-ups (vhb), which is held in German.

10. **Where do I submit my exam results?**
    - Via the course room in WueCampus. One upload per group is sufficient. For large video files, please use Gigamove – the accompanying file must still be uploaded to WueCampus.

11. I missed the deadline – can I submit my application later??

- No. Late submissions cannot be considered.

12. What should I do if I encounter technical problems shortly before submission?

- Allow sufficient time. If you encounter any problems:
  - Submit by email before the deadline
  - Attach a screenshot
  - Email to: **marketing.start-ups@uni-wuerzburg.de**
  - Files received after the deadline will not be considered.

13. Is there a template or sample work available?

- No, not at present. Please refer to the formal guidelines in the "Information on examination performance" section.

14. What criteria are used for evaluation?

- Quality of analysis
- Creativity of content
- Stringency of argumentation
- Presentation (graphics, style)
- Formalities (citation, language, layout)

15. Do I have to cite sources?

- Yes. Without verifiable sources, the achievement will not be evaluated.

16. Are there any exclusion criteria for passing?

- Yes:
  - No citation
  - Topic clearly missed
  - No declaration of originality
  - Plagiarism
  - Missing exam performance

  → lead to automatic failure.

17. Is a declaration of independence required?

- Yes. This must be confirmed by checking a box each time it is submitted. It can also be integrated directly into the file.

18. May I exceed the maximum number of pages or video length required?

- No. Anything exceeding the maximum permitted length will not be counted.

19. What are typical mistakes?

- Missing or unsuitable sources
- Inadequate citation
- Neglect of formal guidelines
- Lack of visualization
- Unclear argumentation or irrelevant content

20. How do I obtain my transcript?

- Your certificate will be made available via WueCampus after all grades have been corrected – either as "pass" or "fail."

21. How can I submit my grade?

- JMU: Nach Erhalt des Zertifikats über WueStudy zur Prüfung anmelden → automatische Verbuchung
- FAU: Anmeldung über Campo → automatische Verbuchung
- Andere Hochschulen: Zertifikat ans Prüfungsamt senden

22. Any further questions?

- For questions about the exam: Zoom question and answer sessions (dates to follow and will be published on the course homepage and via the forum)
- Please send questions in advance to: Steven Schwehm (steven.schwehm@uni-wuerzburg.de)