



Q&A: Sponsorship-linked marketing (online course)

➤ Registration and lectures

1. What do I have to bear in mind concerning the registration with vhb?
 - Please pay attention that you give proof of your eligibility to enrol with the course during the process of registration with vhb. Otherwise, you will be suspended from the course and we cannot accept you to the exam!
2. When are lectures online?
 - Lectures will be online as of Monday mornings.
3. I have IT problems, what can I do?
 - Use of one of the following browsers when displaying content: Mozilla Firefox or Google Chrome
 - Click on the course content (i.e., so-called "packages"); you will then be forwarded to a new page; open the lecture by clicking on the enter button
 - Make sure that you allow pop-up windows to appear in Moodle
 - Each online lecture opens in a new browser window. You can navigate by clicking directly on the course structure (at the top left of the page); the file symbol in the navigation structure means that there are more sub-chapters.
4. Are the assignments mandatory?
 - The assignments are example exam questions. Working on exercises on a weekly basis might sound a lot, but by handing in the exercises, the exam at the end of the course will be a lot easier for you to manage compared to when you study all the materials just before the exam. Thus, we highly recommend to do them!
5. How does the assignment upload work?
 - Please use the corresponding upload button in the Moodle exercise to upload your assignment using the following format: **yourlastname_exerciseNr.pdf**
6. When is the assignment upload deadline?
 - Upload deadline for the relevant assignment is Tuesday the week after. So you have 8 days in order to upload the assignments in Moodle.
7. I enrolled to the course later and missed a few lectures/assignments. What shall I do?
 - We highly recommend to repeat lectures and assignments, even after the corresponding expiry date of the assignment upload.

➤ Exam

1. When is the exam taking place?
 - As soon as we can answer this questions, you will receive an email with all relevant information.
2. How can I register with the exam?
 - TUM students will get a corresponding exam number for registration via TUMonline. Non TUM-students have to send their details via email. You will receive an announcement email at a later stage.
3. Where can I write the exam?
 - Official exam locations will be TUM in Munich (main campus) and University of Bayreuth. In case you would like to write the exam at a different location (e.g. due to Erasmus/exchange), you need to organise a supervisor. Please contact us for detailed information!
4. What will the exam be like?
 - The exam will contain Multiple Choice questions (only one correct answer) and open-ended questions (example exam questions in each lecture).
5. Do assignment uploads influence my final exam grade?
 - No, they do not.
6. I signed up for the exam, but I cannot participate anymore. However, I would like to write the exam next semester. What do I have to bear in mind?
 - No problem, please deregister with the exam and register via vhb for the new course in the upcoming semester again. Registration via vhb is mandatory as we cannot accept you to the exam otherwise!
7. I have trouble with the accreditation of the study credits for Sponsorship-linked marketing. Who can help me?
 - Please contact your responsible supervisor from the examination office. Unfortunately, we cannot help you with this issue.