

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION  
FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION  
«**MOSCOW POLYTECHNIC UNIVERSITY**»  
**(MOSCOW POLYTECH)**

**THE PROGRAM OF THE MASTER'S DEGREE ENTRANCE EXAM IN THE  
FIELD OF STUDY 42.04.01.03 "ADVERTIZING AND PUBLIC RELATIONS"  
(The Program "Innovative Marketing in Advertizing")**

**Moscow 2025**

## **GENERAL PROVISIONS**

The purpose of Master's Degree entrance exam in the Field of Study 42.04.01. "Advertizing and Public Relations" (the Program "Innovative Marketing in Advertizing") is to reveal the competences of students obtained while in the process of getting higher education at the Bachelor or Specialty levels in the sphere of managing marketing activity.

The primary emphasis while revealing competencies is made based on the analysis of competences in the sphere of marketing, advertizing and economics of an enterprise.

An important constituent part of the Field of Study 42.04.01 "Advertizing and Public Relations" are theoretical and methodical principles, methods and ways of managing economic entities of various scales, levels, spheres of activity, forms of ownership, as well as institutional and infrastructural aspects of developing business communications.

The Master Degree Program "Innovative Marketing in Advertizing" is aimed at training of qualified professionals in the sphere of elaboration of marketing technologies in business communications, possessing the competences and able to efficiently apply them while

improving organizational and managerial, as well as marketing tools in the sphere of professional activity under the conditions of formation of the post-industrial economics.

The foundation of the given program is composed by the key provisions of the following disciplines: "Marketing", "Advertizing" and "Enterprise Economics".

## **THE PROCEDURE OF CONDUCTING EXAMINATION AND KNOWLEDGE ASSESSMENT CRITERIA OF APPLICANTS**

The entrance exam is conducted in the form of testing and the test consists of three parts:

- 1) Test tasks on marketing,
- 2) Test tasks on advertizing,
- 3) Test tasks on economics of an enterprise.

The test comprises 20 test tasks: 7 on marketing, 7 on advertizing, 6 on economics of an enterprise. Each correctly implemented test task is evaluated as 5 points.

The time allocated for preparation is 60 minutes.

Testing is conducted whether using forms or PCs.

Testing is considered as passed when a student gets not less than 40 point out of 100 possible.

At the entrance tests usage of reference literature, means of communication and other additional sources of information is prohibited.

While conducting of an entrance test any questions of applicants with regard to the content of test tasks will not be considered by the examination commission members. In case of detecting misprints or the other discrepancy of a test task, the members of an examination commission are obliged to mark this fact in the protocol of conducting the test task. The examination commission will analyze all remarks, and in case a test task is recognized incorrect it will be counted in favor of an applicant as correctly fulfilled.

## **MAIN CONTENT OF AN ENTRANCE EXAM MARKETING**

1. The essence and the notion of marketing.
2. Marketing as a philosophy and the methodology of market activity.
3. Goals, functions and principles of marketing.
4. Evolution and main concepts of marketing.
5. Micro- and Macro- environment of marketing.
6. Strategic marketing. SWOT-analysis, as the method of joint investigation of external and internal environment of marketing.
7. The notion of competitive advantage. Active and reactive strategies of the fight for the customer.
8. The model of the individual consumer behavior and the model of decision –making on purchasing of industrial goods.
9. Research of the commodity market structure.
10. Market segmentation and product positioning.
11. The concept of the product. Multi-attributive product model.
12. Classification of products. Commodity assortment.
13. Product life cycle concept. The BCG Matrix.
14. New products development strategy.
15. Packaging and trade mark as the tools of marketing policy of a company.
16. Organizational structure of marketing departments.
17. The role and functions of price. Marketing pricing factors.
18. Stages (the order) of marketing pricing.
19. The role and functions of marketing channels of distribution.
20. The essence and types of intermediaries. Types of distribution channels. The sales strategy based on the principle of choosing intermediaries.

## **ADVERTIZING**

1. The essence, goals and tasks of advertizing.
2. Classification of means of advertizing.
3. Historical milestones of advertizing development.
4. Principles and functions of advertizing activity
5. Organization of interrelations of the advertizing process participants.
6. Main types of advertizing.
7. Main requirements posed to advertizing. The notion and classification of inappropriate advertizing.
8. Market researches in advertizing activity.
9. Advertizing strategies – classification and characteristics.
10. The role and tasks of social advertizing.
11. Corporate advertizing implementation ways.
12. Direct postal mailing – advantages and disadvantages.
13. PR – goals, tasks, principles, classification of special events.
14. Organization and planning of an advertizing campaign.
15. Modern advertizing strategies.
16. Corporate style of an advertiser and its main elements.

17. Types of trademarks, their variation and requirements to elaboration.
18. Souvenir advertizing – classification, requirements to elaboration and application.
19. Main principles and rules of elaboration of advertizing message.
20. Advertizing in press – advantages and disadvantages as of means of advertizing.
21. Print advertizing – classification, advantages and disadvantages as of means of advertizing.
22. Classification and characteristics of transport advertizing - advantages and disadvantages as of means of advertizing.
23. Types of outdoor advertizing - advantages and disadvantages as of means of advertizing.
24. Non-standard means of advertizing distribution, classification and characteristics.
25. Advertizing in the marketing communication complex.

## **ENTERPRISE ECONOMICS**

1. An enterprise. Essence. Principles of functioning. Organization, reorganization and liquidation of an enterprise.
2. Fundamentals of an enterprise operation. Rights and responsibilities. Goals and functions.
3. Insolvency (bankruptcy) of an enterprise. The notion, essence and procedure. The order of reorganization procedures under an enterprise bankruptcy.
4. Classification of enterprises. Features of classification.
5. Peculiarities of organization and functioning of the enterprises having various organizational and legal forms.
6. Classification of advertizing agencies, their organizational structure and personnel.
7. Economical potential of an enterprise. Composition and characteristics.
8. The factors affecting the usage of economic resources of enterprises.
9. Circulation of capital of an enterprise, definition of the notion “current assets”, characterizing of current production funds and circulation funds, classification of current assets.
10. Salary. Functions, forms and systems.
11. Depreciation and reproduction of fixed assets.
12. Valuation of fixed assets. Types and purpose.
13. Depreciation of fixed assets. The notion and accruals.
14. Comparative description of various depreciation accruals.
15. Intangible assets. The notion, composition, evaluation.
16. Current assets. The notion, composition, classification.
17. Rationing of working capital.
18. Profit of an enterprise. The system of profitability indicators.
19. Personnel of an enterprise. The notion, composition, classification.
20. Production cost. The notion, composition of costs included in the cost price.
21. Main types of the TV advertizing – characteristics, advantages and disadvantages.
22. Advantages and sphere of application of radio as of means of advertizing.
23. Main features of advertising means classification.
24. Main types of advertizing in computer networks and their characteristics.
25. Legal regulation of advertizing activity.

## RECOMMENDED LITERATURE

### a) Basic literature:

- Грибов В.Д., Никитина Л.П. Инновационный менеджмент: Учебное пособие. – М.: ИНФРА-М, 2012. – 311 с.
- Секерин В.Д. Инновационный маркетинг: Учебник. – М.: ИНФРА-М, 2016. – 237 с.
- Секерин В.Д. Основы маркетинга. – М.: КНОРУС, 2016. – 232 с.
- Секерин В.Д., Горохова А.Е. Экономика предприятия в схемах и таблицах: учебное пособие. – М.: Проспект. 2016. – 160 с.
- Рекламная деятельность: Учебник / Под редакцией В.Д. Секерина. – М.: ИНФРА-М, 2013. – 282 с.

### б) Additional literature:

- Бирман Л.А., Кочурова Т.Б. Стратегия управления инновационными процессами: учеб. пособие / Л.А. Бирман, Т.Б. Кочурова. – М.: Издательский дом «Дело» РАНХиГС, 2014. – 144 с.
- Богдан Кристофер Бизнес-разведка. Внедрение передовых технологий: пер. с англ. / Кристофер Богдан, Майкл Инглиш; под общей ред. Б.Л. Резниченко. – М.: Вершина, 2006. – 368 с.
- Вертакова Ю.В., Алпеева Е.А., Рябцев И.Ф. Прогресс и инновации: анализ системной взаимообусловленности: Монография. – М.: ИНФРА-М, 2013. – 137 с.
- Зинов В.Г., Вовк Д.Н. Инновационный бизнес: практика передачи технологий: учеб. пособие / В.Г. Зинов, Д.Н. Вовк. – М.: М.: Издательский дом «Дело» РАНХиГС, 2013. – 220 с.

### в) Software and Internet Resources:

- <http://www.gov.ru> Сервер органов государственной власти Российской Федерации.
- <http://www.mos.ru> Официальный сервер Правительства Москвы.
- <http://www.minfin.ru> Министерство финансов РФ.
- <http://www.garant.ru> ГАРАНТ Законодательство с комментариями.
- <http://www.gks.ru> Федеральная служба государственной статистики.
- <http://www.rg.ru> Российская газета.
- <http://www.prime-tass.ru> ПРАЙМ-ТАСС Агентство экономической информации.
- <http://www.rbc.ru> РБК (РосБизнесКонсалтинг).
- <http://www.forecast.ru> ЦМАКП (Центр Макроэкономического Анализа и Краткосрочного Прогнозирования).
- <http://www.mevriz.ru> Журнал «Менеджмент в России и за рубежом»

Elaborated by:

Candidate of Economics, Associate professor

Head of Faculty

“Economics and Organization”

Aleksander V. Tenishchev

Candidate of Economics, Associate professor of Faculty

“Economics and Organization”

Oiga I. Ostrovskaya