MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal state autonomous educational institution
higher education
"Ural Federal University named after the first President of Russia B.N. Yeltsin"

APPROVED BY
Deputy vice-rector for academic affairs
_____ E.S. Avramenko
«16» Januarie 2020

PROGRAM OF MAGISTRACY ADMISSION EXAMINATIONS

The types of data on the program of magistracy admission examinations	The data
Educational direction **Advertising and public relation**	Code of the educational direction and the degree 42.04.01
Educational program PR and advertising in international communications	**All EP's codes** 42.04.01/04.02
Degree Master	
SEES UrFU in the educational area "Social sciences"	**Adopted at a meeting of the Academic Council of the University Protocol № 9 from 26.11.2018** **Approved by rector of UrFU, order №1069/03 from 28.12.2018**

Ekaterinburg, 2020

The program of magistracy admission examinations was prepared by the authors:

№ п/п	Name	Scientific degree, academic title	Position	Department
1	Britvina I.B.	doctor of sociology	professor	Integrated marketing communications and branding
2	Savchuk G.A.	PhD of sociology	head of department	Integrated marketing communications and branding
3.	Kulpin S.V.	PhD of economy	associate professor	Integrated marketing communications and branding

The program is approved by:

Educational and methodical council of GSEM

Protocol № 1 from 14.04.2020

Chairman of EMC of GSEM E.S. Avramenko

SUMMARY:

The program is designed in accordance with the requirements of the independently established educational standard of the Ural Federal University in the field of knowledge "Social sciences" for the level of preparation of the applicants to the magistracy within the framework of the educational direction 42.04.01 Advertising and public relations.

The purpose of entrance examinations – to provide persons applying for admission to the UrFU to the educational program of magistracy, equal conditions, regardless of the previous document on higher education.

The objective of entrance examinations is to assess the preparedness of the applicants to study in the magistracy in terms of their information and communication competence that should not be lower than the basic level as well as their knowledge of the basics of the subjects of specialization.

THE CONTENT OF THE PROGRAM OF MAGISTRACY ADMISSION EXAMINATIONS FOR THE EDUCATIONAL DIRECTION 42.04.01 ADVERTIZING AND PUBLIC RELATIONS

1. The structure of content of the examination is represented by 4 sections

	Section	Format, time	Points
1.	Identification of the level of development of communicative competence in English. **The tasks of the basic level of complexity** (Threshold level on the scale of the Council of Europe) are offered for the solution. **The basic level** provides language proficiency allowing to solve a minimum number of communicative tasks sufficient for limited professional communication in standard situations. **Type of tasks:** answers to questions about the scientific text (answers in the form of words//phrases//sentences//numbers are should be copied from the scientific text of 1-2 pages A-4).	Computer testing 15 minutes	0 - 20
2.	Identification of the level of development of communicative competence in a foreign language. **The tasks of the basic level** of complexity (basic A2 level according to the common European CEFR scale) are offered for the solution. Tasks are aimed at assessing the ability to capture the main ideas, details, relationships, storylines in the written text. **Type of tasks:** answers to questions to the text of general cultural content (tasks with the choice of one correct answer from the three proposed).	Computer testing 15 minutes	0 - 10
3.	English language test of the level B1 (20 questions).	Computer testing 30 minutes	0 - 20
4.	Multidisciplinary test in the subjects of specialization. Up to 50 tasks for assessment of knowledge of fundamental concepts, laws, solution of standard tasks in the area of advertising and public relations. Tasks with the choice of the answer, the tasks for compliance identification.	Computer testing 60 minutes	0 - 50
	Maximal total score		**100**

2. CONTENT of test for identification of the developed communicative competence in English

What is communication? *[From MOOC Introduction to Communication Science by Rutger de Graaf (University of Amsterdam)]*.

The most simple definition is that communication is each act of transmitting information. Information in the broadest sense of the word: including thoughts, ideas and emotions. Giving someone a bouquet of flowers is communicating a certain message. Adding to that gift a verbal compliment (you're pretty) is another separate act of communication. Blushing because you have just received flowers and a compliment is again another form of communication. As social animals we communicate day in day out with spoken words, nonverbal gestures, signs and symbols. Sometimes we use media to communicate a message. Media are the channels that we use to communicate. Scholars don't really agree on the definition of the word media. Television, Internet, Radio, Mobile Phones, the soapbox we stand on to give a speech. They are all technical media in a way. Things we constructed to amplify our communication. In the more broader definitions, we can include our hands, voice and eyes, that we all use to communicate somehow, in the list of communication channels, of media. In general however, whenever we discuss mediated communication, or THE mass media, we only mean the first category. Over the years scientists from different scientific disciplines have studied these channels for communication and all these different forms of communication. The results of their studies have formed the basis of the relatively new science of communication. Even today, many scholars in other disciplines study the exact same communication phenomena as we do. We share theories and models and often use the same methods to analyze and describe our field. It is therefore useful to be aware of how these other disciplines are connected with ours. To get an idea of the different levels of communication and how they are connected to other scientific disciplines, we can look at the so-called pyramid of communication. On the highest level of this pyramid we find societal communication, which is by its very nature aimed at a large mass audience. Therefore mainly historians, political scientists and sociologists studied this perspective. Under that is the level of institutional communication that is performed by political parties, organized religions, large corporations and such. Then comes the level of group communication. Groups are audiences that feel a high level of group identification, for instance a family or a fan club. Both institutional and group communication are in the field sociologists and cultural anthropologists. We have now arrived to the level of interpersonal communication, basically the communication between two or more people. Both sociologists and psychologists investigate this level. Finally there is the level of intrapersonal communication. This would be the communication you have with yourself. With this we mean all information processing, thinking, internalizing information and the process of giving meaning to the world around us. Of course this approach leans heavily on the discipline of psychology.

Questions:

1. According the text common definition of communication is … information.

2. What example does author give to show difference between communication acts?.

3. What level of "pyramid of communications" goes beyond communication in a family or a fan club? It is … communication.

4. In what order are the levels of the "pyramid of communications"?

5. In intrapersonal communication person communicates with ….

3. CONTENT of test for identification of the level of development of communicative competence in a foreign language (test of the level A2).

<u>Read the article about a man who opened a restaurant, and choose the best variant in each gap.</u>

OPENING A RESTAURANT

Twelve months agoRobin Parker left his job at an insurance company. He now runs a restaurant which is doing very well since it opened four months ago.

Opening a restaurant was a big change for Robin. He loves travelling and all his favourite television programmes are about cooking. One day, he read in a newspaper about a doctor who left her job and moved to Italy to start a restaurant. He thought, “I can do that!” His wife wasn’t very happy about the idea, and neither was his father. But his brother, a bank manager, gave him lots of good ideas.

Robin lived in Oxford and had a job in London. He thought both places would be difficult to open a restaurant in, so he chose Manchester because he knew the city from his years at university. He found an empty building in a beautiful old street. It was old and needed a lot of repairs, but all the other buildings were expensive and he didn’t have much money.

Robin loves his new work. It’s difficult being the boss, but he has found an excellent chef. He says he enjoys talking to customers and some of them have become his good friends. He gets up at 6pm and often goes to bed after midnight. It’s a long day but he only starts to feel really tired when he takes time off at the weekends.

Robin’s restaurant is doing so well that he could take a long holiday. But he’s busy with his new idea to open a supermarket selling food from around the world. He’s already found a building near his restaurant.

1. Robin decided to open a restaurant after he [read a newspaper story.]
2. Who helped Robin open his restaurant? [his brother]
3. Where is Robin's restaurant? [in Manchester]
4. Robin chose the building his restaurant is in because [it was cheap.]
5. Robin likes [meeting his customers.]
6. Robin feels most tired [at weekends.]
7. Next, Robin wants to [start another business.]

4. CONTENT of English language test of the level B1

Grammar

1. Present simple, present continuous and present perfect simple
2. State verbs
3. Narrative forms
4. Time linkers: *as soon as/while, meanwhile/by the time (that), during/until*
5. Ability: *can, could, be able to, manage to, succeed to*
6. Obligation, permission and possibility: *must, have to, need to, can, could*
7. Predictions and decisions: *will/be going to*
8. Probability: *will/may/might*
9. *-ing* form and infinitive with to

10. Time expressions with present perfect and past simple
11. Defining and non-defining relative clauses
12. Present perfect simple and continuous
13. Used to and would for past habits and states
14. Questions: object and subject questions, indirect questions
15. Real conditions
16. Unreal conditions
17. Comparatives and superlatives
18. Modals of deduction and speculation: *must* and *can't, might* and *could*
19. Active and passive forms
20. *A/an, the* and no article
21. Unreal past conditional
22. *Should/shouldn't have*
23. Reported speech
24. Reported questions

Topics

1. Greeting. Personal information. Weather.
2. Shopping. Money. Requests.
3. Food. At the restaurant. Appreciation.
4. Entertainment: TV and cinema. Entertainment: sports and hobbies.
5. English as the means of cross-cultural communication. Learning English. Speech etiquette.
6. Cross-cultural Differences.
7. Health and fitness. Healthy eating.
8. War and peace, conflict. Ecology. Poverty.
9. Looking for a job. Applying for a job. Job interview. Writing a CV.
10. Company structure. Presenting a company. Presentation techniques.
11. Company culture. Management styles. Ethics and responsibility.
12. Academic writing. Formal Style. Clichés and Vocabulary.
13. Telephoning in Business English. Making a call. Answering a call. E-mail beginnings and endings.
14. Academic Writing: Formal Style. Academic vocabulary.
15. Signposting. Introduction Srategy. Strategy of effective discussion. Strategy for building a persuasive argument.

Sources for preparation to the test:

1. Brook-Hart, Guy. Business Benchmark : Advanced. Student's Book / G. Brook-Hart. — Cambridge : Cambridge University Press, 2007. — 192 p.
2. Brook-Hart, Guy. Business Benchmark : Advanced. Teacher's Resource Book / G. Brook-Hart. — Cambridge : Cambridge University Press, 2007. — 192 p.
3. Brook-Hart, Guy. Business Benchmark : Upper-Intermediate Vantage / G. Brook-Hart. — Cambridge ; New York : Cambridge UP, 2006. — 80 p.
4. Brook-Hart, Guy. Business Benchmark : Upper-Intermediate. Student's Book / G. Brook-Hart. — Cambridge : Cambridge University Press, 2006. — 192 p. — (BEC Vantage).
5. Brook-Hart, Guy. Business Benchmark [Soundtape] : Upper-Intermediate Audio CDs / G. Brook-Hart. — Electronic edition — Cambridge: Cambridge University Press, 2006. — 2 CD-ROM (126 min.) : stereo ; in the container. — Title from the label in the disk.
6. Coe, Norman. Oxford living grammar. Intermediate / Norman Coe. — Oxford : Oxford university press, 2009. — 156 p.
7. Gore, Sylee. English for Marketing and Advertising. Oxford. 2011
8. Greenall, Simon. Reward. Upper Intermediate. MacMillan. 2013.

9. Harrison, Mark. Oxford living grammar. Pre-intermediate / Mark Harrison. — Oxford : Oxford university press, 2009. — 156 с. : ил., цв. ил. + 1 электрон. опт. диск (CD-ROM). — Указ.: с. 153-156.
10. McLisky, Marie. English for Public Relations in Higher Education Studies. Garnet Publishing. 2011
11. Shephard, Kerry. Presenting at Conferences, Seminars and Meetings. University of Southampton. 2010.
12. Trappe, Tonya, Tullis, Graham. Intelligent Business (with audio video and CD–ROM) − Pearson Longman. 2010.
13. Vince, Michael. Macmillan English Grammar in Context. Intermediate/Michael Vince.- Oxford: Macmillan, 2009. – 232p.:ill.
14. Whitby, Norman. Business Benchmark : Pre-Intermediate to Intermediate. Student's Book / N. Whitby. — Cambridge : Cambridge University Press, 2006. — 184 p.
15. Whitby, Norman. Business benchmark. Pre-intermediate to intermediate. Preliminary : personal study book / Norman Whitby. — Cambridge : Cambridge university press, 2006. — 80 с. : ил. — (For BEC and BULATS).
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5. CONTENT of multidisciplinary test on the subjects of specialization

UNIT 1. COMMUNICOLOGY

Topic 1. Fundamentals of communication theory

Historical milestones of communication in society; features of interpersonal, specialized and mass communication. Communication process: information production, multiplication, distribution, reception, use of information. Communication as a process and structure: communicator, content, audience as components of the communication chain, the impact of each link on the effectiveness of communication.

The figure of the Communicator: individual and institutional in the Communicator; the prestige, reliability and credibility as factors in communication with a specific Communicator. The content of communication; the concept of the language of communication; the impact on the content of communication of the spheres of production of information and its consumption. Audience of communication: objective and subjective characteristics; factors and barriers of communication: psychological, linguistic, social. The concept of effective communication

Mass media and public opinion; role in the mechanism of functioning of democracy; interaction of interpersonal and mass communication in the process of formation of public opinion; opinion polls in the press as a text; influence of ratings of public opinion on the decision-making process of the individual.

Topic 2. Sociology of mass communication

The emergence of mass communications in society: a functional approach; the role of communications in the mechanism of providing the stability of society; communication as a way of forming development goals; technological and social revolutions as factors of changes in the media and functions of mass communication.

Mass media as a social subsystem; factors of information selection in the real activity of information bodies: professional factors, factors of interest groups; media and power, the concept of "fourth power"; the concept of information security. The dynamics of sociologists ' ideas about the role of mass media in the life of an individual; totalitarian and democratic model of relations; the concept of "opinion leader"; the ratio of the problem of formation and expression of public opinion.

The activities of the mass information as the realization of the interests of different social actors; forms of regulation of relations: legislation, professional codes of ethics, informal ways; the

impact of ownership on the activities of information bodies; guarantees of pluralism of opinions, the problem of financial freedom and dependence of the information channel; commercial, political and social advertising in the media.

Sociological approaches to the study of the mass media. Audience study: the ratio of quantitative and qualitative methods, electronic methods of audience measurement, the problem of audience rating. Mass media research: empirical and theoretical analysis, methods of measuring the effects and effectiveness of communication.

Gender groups as specific objects of mass communication. Features of perception of information by men and women. Influence of interethnic interactions on the content and efficiency of mass communications.

Topic 3. Psychology of mass communications

Средства массовой коммуникации в парадигме социальной психологии; структура личности как база восприятия информации; типология аудитории; сегментация аудитории; роль установки и стереотипа в процессе массовой коммуникации; психология процесса коммуникации; интерес как фактор коммуникации; внимание, восприятие, понимание и запоминание в процессе коммуникации; мотивация и ожидания в механизме обращения аудитории к СМИ; мотивы и потребности; опыт и воображение; убеждение и внушение; психологические модели убеждающего воздействия; психология слухов, механизм искажения содержания информации в процессе передачи слухов. Типология и технологии использования слухов как средства коммуникации.

Mass communication through the lens of social psychology; personality structure as a base for perception of information; typology of audience; audience segmentation; the role of setting and stereotype in the process of mass communication; psychology of communication; interest as a factor of communication; attention, perception, comprehension and memory in the process of communication; motivation and expectations in the mechanism of perception of mass media content by the audience; the motives and needs; experience and imagination; belief and suggestion; psychological models of persuasive effects; psychology of rumors, the mechanism of distortion of the content of information in the process of rumors spreading. Typology and technologies of using rumors as a means of communication.

Topic 4. Theory and practice of mass information

Mass information and its role in the modern world. Mass media: press, radio and television; organization of work of the editorial office; journalistic corps; sources of information, news agencies, agencies in the field of public relations, correspondent network, Internet, editorial databases.

Transformation of the media in the context of globalization processes. Internet as a factor of globalization.

Mass media as an enterprise; market of modern press; positioning of the edition; distribution of the publication; state subsidies to mass media.

Technical means of radio and television. Cable and terrestrial television. Satellite television.

Computer technology in the production of modern press, in the work of editors. Electronic versions of modern newspapers.

Recommended sources for the MODULE 1

1. Baudrillard, J. (1988). The Ecstasy of Communication. New York: Semiotext(e).
2. Benjamin, W. (1975). The Work of Art in the Age of Mechanical Reproduction. New York: Schocken Books.
3. Berelson, B. (1952). Content Analysis in Communication Research. New York: Free Press.

4. Burnett, J. & Moriarty, S. (1998). Introduction to Marketing Communications: An Integrated Approach. 1 Ed. USA: Prentice Hall.
5. Carroll, C. E. (2004). How the mass media influence perceptions of corporate reputation: Exploring agenda-setting effects within business news coverage. The University of Texas, Austin.
6. Creswell, J. & Clark, P. (2007). Designing And Conducting Mixed Methods Research. Thousand Oaks, CA: SAGE Publications.
7. Dearing, J. W. & Rogers, E. M. (1996). Communication concepts: Agenda-setting. Thousand Oaks, CA: SAGE Publications.
8. Hargie, O. & Dickson, D. (2004). Skilled Interpersonal Communication: Research, Theory, and Practice. Routledge (4th edition).
9. Heath, Robert L. & Bryant, J. (2000). Human Communication Theory and Research: Concepts, Contexts, and Challenges. NJ: Lawrence Erlbaum Associates (2nd edition).
10. Leeds-Hurwitz, W. (1993). Semiotics and Communication: Signs, Codes, Cultures. NJ: Lawrence Erlbaum Associates.
11. Lippmann, W. (1922). Public opinion. New York: Free Press.
12. Luhmann, N. (2000). The Reality of the Mass Media. Stanford, CA: Stanford University Press.
13. Medoff, N. & Kaye, B. (2005). Electronic media: Then, now, and later. Pearson Education, Inc.
14. McCombs, M. (2005). A look at agenda-setting: Past, present and future. Journalism Studies, 6, 543–557.
15. McCombs, M., & Reynolds, A. (2009). How the news shapes our civic agenda. In J. Bryant & M. B. Oliver (Eds.), Media effects: Advances in theory and research (3rd ed., pp. 1–16). New York: Routledge.
16. McLuhan, M. & McLuhan, E. (1988). Laws of Media. University of Toronto Press.
17. McQuail, D. (2002). McQuail's Mass Communication Theory. London: SAGE Publications Ltd.
18. Miller, K (2005). Communication theories: perspectives, processes, and contexts (2nd ed.), NY: McGraw-Hill.
19. Morris, M; Ogan, C. (2002), McQauil, D. (ed.). The internet as mass medium, Reader in Mass Communication Theory. London: Sage.
20. Neuendorf, K. (2002). The Content Analysis Guidebook, Thousand Oaks, CA: Sage Publications.
21. Noelle-Neumann, Elisabeth (1974), "The spiral of silence: a theory of public opinion", Journal of Communication, 24 (2): 43–51
22. Nye, J. S. (2004). Soft Power: The Means to Success In World Politics. New York: Public Affairs.
23. Shimp, T. (2003). Advertising, Promotion, & Supplemental Aspects of Integrated Marketing Communications. 6 Ed. USA: Thomson South-Western.
24. Perry, D.K. (2002). Theory and Research in Mass Communication: Contexts and Consequences. NJ: Lawrence Erlbaum Associates (2nd edition).
25. Peters, J.D. (1999). Speaking into the air: A history of the idea of communication. Chicago: The University of Chicago Press.

26. Price, V. & Feldman, L. (2009). News and Politics. In R. Nabi & M.B. Oliver (Eds.), The SAGE handbook of media processes and effects (pp. 113-130). Thousand Oaks, CA: SAGE Publications, Inc.
27. Wimmer, R.D. & Dominick, J.R. (1994). Mass Media Research: An Introduction (4th ed.), California: Wadsworth.

MODULE 2. INTEGRATED COMMUNICATINS (ADVERTIZING AND PUBLIC RELATIONS)

Topic 1. Fundamentals of integrated communications (advertising and public relations)

The concept of promotion in marketing; key participants and promotion tools.

Concept and essence of integrated marketing communications; structure of IMC; advertising in the system of marketing communications; goals and general requirements for advertising. Fundamentals of advertising: terms, classification, advertising process, main concept, participants, components. Advertising agency. Types of advertising: commercial, social, political. Means of distribution and placement; basics of media planning; advertising campaign; modern advertising strategies.

Problems of development of the domestic advertising market; global advertising market; international advertising; promising trends of advertising.

Research in advertising; sociological research of the media audience and their role in determining the strategy of advertising; research of psychological perception of advertising; socio-psychological impact of advertising on the consumer.

The role of advertising in society. Concepts of effect and effectiveness of advertising.

Public relations in the structure of integrated marketing communications. Social, economic and political reasons for the emergence and development of public relations as a profession and branch of business; the role of public relations in modern civil society and market economy; basic professional terms and concepts; principles, classification of services, functions of a public relations specialist, professional requirements for a specialist, standards, certification and licensing.

Regulation of activities in the field of public relations: legal support of public relations; laws and regulations for public and commercial activities, laws on the media, advertising, copyright protection, consumer rights; professional ethics: types of codes of professional behavior of the specialist (Athens and Lisbon codes, code of professional standards PRSA, Declaration of professional standards by RAPR); informal methods of regulation in the field of public relations: traditions, norms, morality, public opinion.

The process of influence of public relations services on public opinion: the choice of the target and key audience, types and categories of target audiences, external and internal audience, journalists as a key audience; the definition of “opinion leaders” and “interest groups”, economic, financial community, political, socio-cultural, clerical, professional environment; the concept of corporate image, corporate identity.

Corporate culture of the organization as a system. Elements of corporate culture. Approaches to the formation of corporate culture.

Channels of access to different audiences: media, events and actions, documents; selection criteria and evaluation of the effectiveness of the impact of different channels.

Strategy and tactics of using the media in public relations; media planning; functions and tasks of a specialist in working with media channels (media relations); differences and similarities in the work of a public relations specialist and a press Secretary; rules for the development of communication and information campaigns in the media; media programs; organization of the corporate press center, press office; preparation of materials for the media; professional standards in relations with the media.

Types of business events: information occasion, presentation, press conference, exhibitions, reception, club evening, business breakfast, charity.

Types of documents: information documents, paperwork documents influencing the image of organization (forms, envelopes, folders, etc.), advertising. Presentation booklet, annual report, letter to shareholders, company chronicle, management biography, videos. Types of communication in relations with the staff: corporate newspaper, newsletters, other forms.

Research in the field of public relations; the use of statistics; secondary research; thematic and problem reviews of media materials, media dossier, Internet; sociological research of audience, public opinion; content analysis.

International and national professional associations of specialists in the field of public relations; major international and national agencies; professional publications.

Advertising and public relations on the Internet.

Theoretical bases of image and principles of its formation, functions of image. Structure and algorithm of image creation; image management process.

Branding as a communication technology in marketing: principles of brand formation, brand structure, approaches to brand formation.

Topic 2. Organization of work of public relations and advertising departments

Expediency and tasks of the division in the structure of the enterprise. Functional principle of the Department's structure creation. Specialists' job analysis. Planning and programming of the Department's functioning, its place in the development of corporate strategy.

Specializations in the field of advertising and public relations.

Research direction: qualitative and quantitative methods of collecting information. Planning and organization of research. Modern methods of processing and analysis of statistically significant data sets. Methods of analysis of data collected using qualitative research methods. Preparation of the report and the rules of its presentation.

Creative direction: development of ideas and concepts, work with texts in advertising and public relations. Functions of the literary group. Editing of information sheets and newspapers. Speechwriting. Creation of advertising messages.

Analytical direction: monitoring of the information environment. Press clipping. Commenting and interpretation of corporate policy. Modern methods of system analysis and organization of the expert's workplace. Role of media relations manager. Formation and maintenance of media databases. Participation in professional associations of journalists. Preparation and distribution of press releases, organization of press events. Analysis of advertising activities. Evaluation of the effectiveness of advertising campaigns.

Ways to evaluate the effectiveness of the corporate advertising and public relations service.

Recommended sources for the MODULE 2

1. Bivins, T.H. (2004). Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism. NJ: Lawrence Erlbaum Associates.
2. Cutlip, S. M. (1994). Public Relations History: From the 17th to the 20th Century: The Antecedents. NJ: Lawrence Erlbaum Associates.
3. Davis, A. (2007). Mastering Public Relations, 2nd ed. Basingstoke, Palgrave Macmillan.
4. Johnston, J. (2007). Media Relations: Issues and Strategies. Scoresby VIC, Australia: Allen & Unwin.
5. Johnston, J. & Zawawi, C. (2009). Public Relations: Theory and Practice. Scoresby VIC, Australia: Allen & Unwin.
6. Macnamara, J. (2005). Jim Macnamara's public relations handbook. (5th ed.). Sydney: Archipelago Press.
7. Moloney, K. (2006). Rethinking Public Relations: PR Propaganda and Democracy. Routledge (2nd edition).
8. Kotler, P. & Armstrong, G. (2008). Marketing, 12th ed. Upper Saddle River, Pearsons: Prentice Hall.

9. Kotler, P. & Keller D. (2008). Marketing Management (in Croatian), 12th ed. Zagreb, Mate.
10. Newbold, C., Boyd-Barrett, O., & Van Den Bulck, H. (2002). The media book. London: Arnold (Hodder Headline).
11. Pava, M. L., & Krausz, J. (1995). Corporate responsibility and financial performance: The paradox of social cost. London: Quorum.
12. Seitel, F. P. (2007), The Practice of Public Relations. (10th ed.), Upper Saddle River, NJ: Pearson Prentice Hall
13. Smith, R.D. (2005). Strategic Planning for Public Relations. NJ: Lawrence Erlbaum Associates.
14. Theaker, A. (2012). The Public Relations Handbook. Routledge (4th edition).
15. Whitaker, W. R. & Ramsey, J. E. & Smith, R. D. (2004). Media Writing: Print, Broadcast, and Public Relations. NJ: Lawrence Erlbaum Associates.

Demo version of the complex test is places at the website:
https://magister.urfu.ru/ru/programs/