MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Autonomous Educational Institution
higher education

"Russian State University for the Humanities"

INSTITUTE OF SOCIAL AND ECONOMIC SCIENCES

FACULTY OF MARKETING AND ADVERTISING

DEPARTMENT OF MARKETING AND BRANDING

PROGRAM
ENTRANCE EXAM FOR APPLICANTS
TO THE MASTER
BY THE DIRECTION OF PREPARATION

42.04.01 "Advertising and public relations"

Master Program:

"Branding and goodwill"

for full-time and part-time forms of education

Moscow 2026

ENTRY PROGRAM

FOR APPLICANTS TO MASTER'S STUDIES

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APPROVED

Minutes of the meeting of the department "Marketing and Branding "

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INTRODUCTION

The program of entrance examinations to the master's program in the direction of preparation 42.04.01 "Advertising and public relations" in master's program: **"Branding and Goodwill"**

Master Program **"Branding and Goodwill"** is aimed at professional training of masters in the field of strategic branding management.

The following disciplines are included in the Master's Specialized Training Program:

I. **Mandatory part:**

- Fundamentals of Scientific Research in the Professional Field
- Methodological Problems of Modern Science
- Research Methodology and Academic Culture
- Intercultural Interaction
- Foreign Language in Professional Activity
- Creative Copywriting
- Information Technology Innovations in the Communication Industry
- Applied Telecommunication Technologies
- Technologies of Advertising and Public Relations in Various Fields of Activity
- Development and Promotion of Content
- Development and Implementation of a Communication Strategy
- Planning and Implementation of Communication Campaigns
- Communication Project Management
- Communication Agency Management

II. The part formed by the participants of educational relations:

II.1. Compulsory disciplines:

- Branding Technologies

- Corporate Culture and Business Reputation
- Current Trends in the Semiosphere of Advertising
- Territory Branding
- Brand Value Assessment
- Image Technologies in Business Communications
- Algorithm for Writing a Scientific Paper
- Effectiveness of Advertising and Public Relations
- Brand Internet Communications Management
- Reputation Building Strategies

II.2. Elective disciplines:

The master student gets the opportunity to choose a number of disciplines depending on his professional orientation and research interest:

- Modern Experimental Art and its Influence on Advertising / Modern Virtualistics
- Visuality in Modern Mass Culture / Visual Communications in the Digital Environment
- Anti-crisis Communications / Neuromarketing Technologies
- Directed Video Advertising in the Context of Cinema and Visual Arts / Film Art as a Communicative System

Electives (optional)

- Legal Security in the Information Space / Visual Culture of the 20th – 21st Centuries: Approaches and Interpretations
- Modern Trends in the Economy of Consumption / Commercialization of the Results of Intellectual Activity

Training disciplines are implemented by professors, associate professors and teachers of the Russian State University for the Humanities, leading practitioners of research, consulting, marketing and advertising agencies, members of the Marketing Guild, the Association of Communication Agencies of Russia (ACAR).

Graduates of the RSUH master's degree program in Advertising and Public Relations are modern specialists in the field of management who are able to independently build a communication strategy and tactics in business and government bodies, government organizations and companies with state participation. Master's degree graduates of the RSUH in the direction of training "Advertising and Public Relations" know the ways and methods of organizing advertising campaigns, building an effective PR strategy, organizing and planning marketing communications, the specifics of positioning government authorities and government organizations and enterprises. Specialists of departments of advertising and public relations of government bodies and state organizations form the image of power, promote state interests, work to create and maintain loyalty of the population to the implementation of social projects and programs.

A graduate of a master's program receives a preferential right to enter a graduate school in the chosen scientific specialty, as well as the opportunity to independently complete work on a candidate's dissertation.

Head of the Master's program "Branding and Goodwill" is Doctor of Economic Sciences, Professor Sekerin V.D., Head of Department of Marketing and Branding and, Faculty of Marketing and Advertising, Russian State University for the Humanities.

1. Explanatory note

The program of the entrance interview for the master's program, the direction of preparation 42.04.01 "Advertising and public relations", the training profile "Branding and Goodwill", was compiled in accordance with the requirements of the Federal State Educational Standard of Higher Education dated 08.07.2017 No. 528 and the curriculum of 2026 and is intended to prepare for the entrance test to the master's program in the training profile "Branding and Goodwill".

Entrance tests are conducted in the form of an interdisciplinary test "Branding and

Goodwill".

EXAMPLE TEST PREPARATION TOPICS:

1. Tasks and main provisions of the Law on Advertising, functions of state control over the advertising and communications market.
2. Place and role of advertising in the economic sphere of society.
3. Classification of advertising agencies. Advantages and disadvantages of the work of advertising agencies in the process of advertising.
4. Basic models and structural components of communication processes.
5. The concept of "brand", its connection and difference from the trademark, the main goals and directions of branding
6. Basic concepts in branding.
7. The difference between the terms "brand" and "trademark".
8. Key performance indicators of the brand.
9. Emotional brand equity.
10. Building brand loyalty.
11. The concept of product and corporate branding.
12. Essence of branding. The concept of a brand book.
13. The strategic importance of the brand formation and management process.
14. Rational, associative, emotional and behavioral elements in the brand structure.
15. The essence of the brand at various logical levels of consideration.
16. Functional, individual, social and communicative qualities of the brand.
17. Planning and implementation of rebranding
18. Business reputation parameters
19. Technologies for managing a company's business reputation
20. Creation of an information basis of reputation
21. Reputation audit technology
22. Anti-crisis communications as a tool for protecting reputation
23. Reputation management as a special kind of PR activity

24. Relevance of problems related to image and reputation management
25. Social and economic foundations of reputation management.
26. Corporate culture as a basis for building a reputation
27. The practical and financial value of a good reputation.
28. Reputation protection strategies
29. Reputation in the information space
30. Corporate social responsibility (CSR) in the system of reputation management
31. Problems of assessing business reputation.
32. Positioning of the enterprise in order to increase the value of goodwill.
33. Basic approaches and methods for assessing the value of business reputation
34. The influence of the external and internal environment of the enterprise on the value of goodwill
35. Accounting for goodwill in enterprises.
36. Determination of the value of goodwill abroad.

2. Educational, methodological and informational support of entrance examinations in the direction of training "Advertising and Public Relations", training profile "Branding and Goodwill".

Regulations

1. Federal Law No. 38-FZ of March 13, 2006 (as amended on July 14, 2022) "About Advertising" (as amended and supplemented, effective from October 13, 2022). https://legalacts.ru/doc/federalnyi-zakon-ot-13032006-n-38-fz-o/?ysclid=laf0reenfm514116682
2. Law Russian Federation of December 27, 1991 N 2124-1 (as amended on July 14, 2022) "About the Mass Media" (electronic resource) //https://www.consultant.ru/document/cons_doc_LAW_1511/?ysclid=laf0v4tts4769125354

Main literature

1. Advertising activity: Textbook / Edited by V.D. Sekerin. – M.: INFRA-M, 2025. – 282 p.
2. Innovative Marketing: Textbook / V.D. Sekerin. - Moscow: INFRA-M, 2024. -

237 p. – (Higher Education: Undergraduate)
3. Sekerin V.D. Fundamentals of Marketing: Study Guide. – M.: KnoRus, 2020. – 232 p.
4. Godin A.M. Branding: Textbook / - 3rd ed., revised. and additional - M.: Dashkov and Co, 2016. - 184 p.: 60x84 1/16 ISBN 978-5-394-02629-4 - Access mode: http://znanium.com
5. Saikin, E. A. Fundamentals of branding: study guide / E. A. Saikin. - Novosibirsk: Novosibirsk State Technical University, 2016. - 55 p. — ISBN 978-5-7782-2906-8. - Text: electronic // Electronic library system IPR BOOKS: [website]. - url:http://www.iprbookshop.ru
6. Jeffkins F., Yadin D. Public Relations / Per. from English. ed. B.L. Eremin. - M.: UNITY-DANA, 2017 - 416 p. - ISBN 978-5-238-00567-9. – Text: electronic. - URL: https://znanium.com/catalog/product/1028534
7. Marketing in industries and areas of activity: a textbook for bachelors / ed. A. L. Abaeva, V. A. Aleksunina, M. T. Gurieva. - 2nd ed., revised. and additional - Moscow: Publishing and Trade Corporation "Dashkov and Co", 2020. - 433 p. - ISBN 978-5-394-03753-5. - Text: electronic. - URL: https://znanium.com/catalog/product/1091105
8. McDonald M. Branding. How to create a powerful brand: textbook / M. McDonald, L. Chernatoni. - Moscow: Unity, 2015. - 559 p.
9. Musician, V. L. Branding. Brand management: textbook / V.L. Musician. - Moscow: RIOR: INFRA-M, 2021. - 316 p. - DOI: https://doi.org/10.12737/2142. - ISBN 978-5-369-01236-9. - Text : electronic. - URL: https://znanium.com/catalog/product/1239252
10. Sharkov, F. I. Integrated communications: advertising, public relations, branding: a study guide / F. I. Sharkov. - 2nd ed., erased. - Moscow: Publishing and Trade Corporation "Dashkov and Co", 2020. - 322 p. - ISBN 978-5-394-03519-7. - Text: electronic. - URL: https://znanium.com/catalog/product/1093531

Additional literature:

1. Kuzmina, O. G. Brand management: study guide / O. G. Kuzmina. - Moscow: RIOR: INFRA-M, 2019. - 176 p. —ISBN 978-5-369-01614-5. - Text : electronic. - URL:https://znanium.com/catalog/product/989798
2. Musician, V. L. Advertising: textbook / V. L. Musician. - Moscow: RIOR: INFRA-M, 2019. - 208 p. - ISBN 978-5-369-00780-8. - Text : electronic. - URL:https://znanium.com/catalog/product/1002350
3. Timofeev, M.I. Public relations (public relations): Textbook / M.I. Timofeev. - 4th ed. - M.: ITs RIOR, 2018. - 192 p.: - (Pocket textbook). - ISBN 978-5-369-00534-7. - Text: electronic. - URL: https://znanium.com/catalog/product/927400

4. Ponomareva, A.M. Communication marketing: creative means and tools: Study guide / Ponomareva A.M. - M.: IC RIOR, NIC INFRA-M, 2018. - 247 p. - ISBN 978-5-369-01531-5. - Text: electronic. - URL: https://znanium.com/catalog/product/935545
5. Senatorov, A. Content Marketing: Social Media Promotion Strategies: Study Guide / Senatorov A. - M.: Alpina Publisher, 2016. - 153 p.: ISBN 978-5-9614-5526-7. - Text: electronic. - URL: https://znanium.com/catalog/product/1002559
6. Sharkov, F. I. Goodwill constants: style, publicity, reputation, image and brand of the firm: a study guide / F. I. Sharkov. - 5th ed., erased. - Moscow: Publishing and Trade Corporation "Dashkov and Co", 2020. - 270 p. - ISBN 978-5-394-03640-8. - Text: electronic. - URL:https://znanium.com/catalog/product/1093679
7. Sharkov, F. I. Public relations: textbook / F. I. Sharkov. - 6th ed. - Moscow: Publishing and Trade Corporation "Dashkov and Co", 2014. - 332 p. - ISBN 978-5-394-02353-8. - Text: electronic. - URL:https://znanium.com/catalog/product/1093181
8. Jeffkins, F. Advertising: textbook / F. Jeffkins; ed. B.L. Eremin. - Moscow: UNITI-DANA, 2017. - 543 p. - ISBN 978-5-238-00362-7. - Text : electronic. - URL:https://znanium.com/catalog/product/1027287
9. Muzykant, V. L. Integrated Marketing Communications: study guide / V. L. Muzykant. - Moscow: RIOR: Infra-M, 2019. - 216 p. - ISBN 978-5-369-01121-8. - Text : electronic. - URL:https://znanium.com/catalog/product/1007953
10. Sharkov F.I. Integrated communications: advertising, public relations, branding: Textbook / - M.: "Dashkov and Co", 2018. - 324 p.: ISBN 978-5-394-00792-7 - Access mode: http://znanium.com

List of resources of the information and telecommunications network "Internet"

1.http://www.eios.dom-rggu.ru/- electronic information and educational environment (EIOS) of the branch of the Russian State University for the Humanities in Domodedovo

2. http://www.znanium.com - Electronic textbooks of the electronic library system Znanium

3. Public Internet Library = Public.ru [Electronic resource].- Access mode: http://www.public.ru/

4. Electronic library system IPRbooks (EBS IPRbooks) - http://www.iprbookshop.ru

Examples of test items

1. Which stage of the product life cycle has the highest cost per customer?

a. decline
b. Maturity
c. **Entry into the market**

2. Choose the right definition of loyalty

a. This is the process of choosing a product in a store,
b. This is a conscious repeat purchase of a product.
c. These are product recommendations to friends.

3. What group of factors forms the basis for product positioning?
a. Buying Behavior
b. Buyer behavior after purchase
c. Consumer perception of products
d. Consumer intent to buy

4. A company that offers many different products with varying levels of quality in multiple markets wants to protect itself from the situation where the name and reputation of the organization is associated with specific products. What kind of trademark policy should be pursued in such a case?
a. Individual stamps
b. Brands for product groups
c. Umbrella stamp

5. Market segment is:
a. a group of consumers with the same type of reaction to the proposed product and marketing tools
b. the part of the market that sells all of the company's products
c. part of the market in which a certain group of goods is sold
d. the market where the company has its sales network

6. The combination of the name of a product and its graphic image, used to make the product more recognizable by the consumer, is ...
a. trademark
b. brand
c. design
d. brand awareness

7. The term in marketing, symbolizing the whole complex of information about a company, product or service, is ...
a. logo
b. trademark
3. brand
4. positioning

8. What is a brand?
a. registered trademark,
b. A set of corporate identity components,
c. **A complex image of the offer in the mind of the consumer, allowing him to evaluate this offer in relation to his needs and make an informed choice**

9. One of the components of the brand image is:
a. Brand consumer behavior model
b. Brand equity
c. brand communication

10. Which of the ways in which a brand is extended is risky for the brand?
a. Expansion of the overall position of the brand
b. Business Definition Extension

c. Target market expansion

11. Which of these words can be considered synonymous with the word "brand"?
a. Ergonim
b. Trademark
c. Advertising name
d. Brand Name
e. Company (brand) sign

12. What the following 4 questions help to formulate: 1. For whom? - definition of the target group of consumers for which the brand is being created; 2. Why? - the benefit to the consumer, which he will receive as a result of the acquisition of this particular brand; 3. For what purpose (for what use?) is this brand needed? 4. Against which competitor?
a. consumer demand
b. Brand positioning
c. Brand Popularity
d. Trademark quality
e. Company marketing strategy

13. An object of intellectual property, an asset of a company that allows it to distinguish its product from analogues, and is also a means of increasing the company's profitability, is ...
a. business plan
b. trademark
c. Copyright
d. marketing
e. trademark

14. What does a content manager do
a. Manages public services in the agency
b. Managing a copywriter in an agency
c. Manages the company website
d. Manages the development of event concepts

15. Scheme: market analysis - product - competitors - segmentation - comparison (benefits, advantages) is necessary for ...
a. brand positioning
b. logo design development
c. creating a trademark
d. instant profit increase
e. consumer benefit from brand acquisition

16. Which of these words can be considered synonymous with the word "brand"?
a. Ergonim
b. Trademark
c. Advertising name
d. Brand Name
e. Company (brand) sign

17. Brand management includes:
a. All processes related to the management of an existing brand
b. All processes related to media planning and brand promotion
c. All processes associated with the development and management of a trademark aimed at its

transformation into a brand

18. What is a sub-brand?
a. This is a brand that was created before the main brand
b. This is an additional brand aimed at a specific niche and created within the main brand.
c. This is a modification of the main brand for non-target markets

19. Accuracy, capacity, brevity, liveliness, emotionality and euphony are ...
a. Impossible conditions
b. The same features in the names of all brands
c. General brand name requirements
d. Literature requirements not related to the brand name
e. Features only global brands

20. Brand book is:
a. Description of the application of the corporate style of the brand
b. beautiful booklet
c. Consolidated document containing a description of the brand by elements, rules for using the brand in communications and other explanatory provisions for brand management

21. Functional, social, mental and spiritual dimensions are the basis ...
a. 5 laws of marketing
b. consumer demand
c. creating a trademark
d. measurement data
e. 4D branding concepts

22.Depending on the areas of marketing activity (commodity, price, marketing, service or advertising), there are ...
a. goods, prices, sales
b. service and advertising
c. types of brand positioning
d. brand types
e. marketing directions

23. The principle in branding, which lies in the fact that the first company that has taken its position in the minds of consumers can no longer be deprived of this place, is called ....
a. uncertainty principle
b. primacy
c. point of no return
d. the first principle of branding
e. positional principle

24. Master brands, Prestige brands, Super brands, Glocal brands are…
a. local brands
b. international brands
c. country brands
d. transatlantic brands
e. pan-Asian brands

25. Benefits of Reputation:
a. Facilitates the sale of the product

b. Simplifies distribution
c. Eliminates competitors
d. Increases advertising volume
e. Solves personnel problems
f. Simplifies taxation
g. Facilitates access to finance.

26. Rules for the protection of business reputation
a. do not apply to the protection of the business reputation of a legal entity
b. apply to the protection of the business reputation of a legal entity
c. apply, but only for legal forms defined by law
d. This situation is not regulated by law.

27. On claims for the protection of intangible benefits, the limitation period ...
a. does not apply
b. 3 years
c. 1 year from the date when the person became aware of the violation of his right
d. 10 years from the date of the claim

28. Intangible benefits belong to a citizen ...
a. from birth - by virtue of law
b. on the basis of an agreement or other transaction
c. on the basis of hereditary succession

29. Registration of goodwill is governed by the following
legislation
a. the Constitution of the Russian Federation
b. accounting regulation
c. Civil Code of the Russian Federation

30. In accordance with the provisions of FSO-11 "Valuation of intangible assets and intellectual property", intangible assets are:
a. the right to suppress unfair competition
b. exclusive rights to intellectual property, as well as other rights related to intellectual activity in the industrial, scientific, literary and artistic fields
c. rights arising from civil law relations
d. organizational expenses
e. business reputation (goodwill)