Media Marketing and Public Relations

state exam questions for the Bachelor's study program Media Relations

1. Media system in Slovak Republic

Define the term “media”, specify the basic media classification and give the practical examples.
Characterize the media system of the Slovak Republic, compare it with the media systems of European countries.
Name the largest media groups in Slovak Republic and their media portfolio.
Explain the concentration and the basic type of media concentration. Give some examples.

2. Media market

Define the term “media market” and specify the media market dividing.
Explain the differences between the consumer media market and advertising media market, give some examples.
Explain the correlation between the consumer media market and advertising media market.
Name the subjects on the media market and give some examples.

3. Marketing environment

Define the marketing environment and name the basic marketing environment dividing.
Name and explain marketing environment factors in the media marketing and give some examples.
Explain the using of SWOT and STEP analysis in the media marketing.

4. Theoretical background of media marketing

Define the terms “marketing” and the “media marketing”.
Explain the importance of using marketing by the media.
Explain the core marketing concepts (needs, wants, demands, products, services, value, satisfaction, quality, exchange, transaction, relationships, markets) in the media marketing.
Name and explain the concepts of marketing management.

5. Segmentation in the media marketing

Define the “segmentation” in the media marketing.
Name and explain the types of segmentation criteria in the media marketing. Give some examples for each type.
Explain the terms “differentiated segmentation”; “undifferentiated segmentation” and “concentrated segmentation”.

6. Marketing mix in the media marketing

Define the term “marketing mix” in the media marketing.
Name and explain the basic marketing mix tools and give some examples.
Compare the marketing mix tools from the view of the particular media and its customers.
Name and explain some additional marketing mix tools in the media marketing.

7. Product in the media marketing

Define the “product” in the media marketing.
Name and explain the basic product layers, give some examples for each layer.
Name some specifications of the media product. Compare the product in the consumer media marketing and advertising media market.
Explain the terms “product as a program”; “product as a time of airing”; “product as an advertising time/space”.

8. Price in the media marketing

Define the “price” in the media marketing.
Name and explain the pricing strategy in the media marketing.
Name and explain the ways of setting price on TV, radio and periodicals.
Explain the index, name the types of index and give some examples.

9. Distribution in the media marketing

Define the “distribution” in the media marketing.
Name and explain the types and forms of media distribution.
Give some examples for the forms of distribution in the electronic and printed media.
Compare the advantages and disadvantages of the particular distribution forms in the media marketing.

10. Marketing communications in the media marketing

Define the “marketing communications” in the media marketing.
Name and explain the marketing communications mix.
Give some examples of the marketing communications mix in the electronic and printed media.
Compare the advantages and disadvantages of the particular marketing communications mix tools in the media marketing.
Give some examples of marketing communications objectives in the electronic and printed media.

11. Advertising in the media marketing

Define the “advertising” in the media marketing.
Name and explain the types of using advertising time in the electronic media and advertising space in the printed media, give some examples.
Explain the legislative restrictions of using the advertising space or time in the media.
Explain the term “advertising for advertisers”.

12. Sales promotion in the media marketing

Define the “sales promotion” in the media marketing.
Name and explain the basic sales promotion types in the media marketing, give some examples.
Explain the “cross promotion” and give some examples of using it in media marketing.
Give some examples of the new forms of sales promotion in the electronic and printed media.

13. Personal selling in the media marketing

Define the “personal selling” in the media marketing.
Describe the process of personal selling in the media marketing.
Give some practical examples of using the personal selling in the electronic and printed media.
Compare the advantages and disadvantages of personal selling with the others communication tools in the media marketing.

14. Communication strategy in the media marketing

Define the “communication strategy” in the media marketing.
Describe the process of creating communication strategy in the media marketing.
Name and explain the basic types of communication strategy in the media marketing.
Compare the B2B with the B2C communication.

15. Media planning

Define the term “media planning”.
Describe the process of media planning.
Compare the advantages and disadvantages of the particular media types from the view of the media planning.
Name and explain some media planning strategies.

16. Media plan

Define the term “media plan” and explain which basic questions is answering.
Describe the process of preparing media plan.
Explain the term “media mix” and name the basic criteria for choosing the media to the media plan.
Explain the terms “GRP”, “reach”, “frequency”.

17. Media agencies
Define the “media agency” and explain its role in the media marketing.
Name and explain the basic types of the media agencies.
Name at least three media agencies in the Slovak Republic and their most successful campaigns.
Compare the role of the media, advertisement and public relations agencies in the media marketing.

18. New trends in the media marketing

Explain the influence of the internet and development of new technologies on the media marketing.
Define the “guerilla marketing”; “product placement”; “viral marketing”; “mobile marketing”; “worth of mouth” and “buzz marketing” and explain their using in the media marketing, give some examples.
Describe the use of social media and social networks in the media marketing. Give some examples.

19. Product placement in the media marketing

Define the “product placement” in the media marketing.
Name the legislative restrictions of using the product placement in the electronic media.
Explain the differences between the active and the passive product placement, give some examples.
Describe the using of virtual product placement and give some examples.

20. Sponsorship in the media marketing

Define the “sponsorship” and give some examples of dividing sponsorship in the media marketing.
Give some examples of using the sponsorship in the electronic and printed media.
Name the legislative restrictions of using sponsorship in the media.
Compare the advantages and disadvantages of sponsorship with the other marketing communications tools.

21. Brand in the media marketing

Define the “brand” and name the basic brand elements.
Explain the term “corporate identity” and give some examples of corporate identity in the media marketing.
Explain the differences among the “media philosophy”; “media vision” and “media culture”. Give some examples.

22. Corporate social responsibility in the media marketing

Define the “corporate social responsibility”, name and explain the basic areas of CSR.
Explain the role of corporate social responsibility in the media marketing.
Name and explain two aspects of CSR in the media marketing. Compare and explain the differences among “corporate social responsibilities”; “philanthropy”; “sponsoring” and “public relations”.

23. Testing the media market

Name and explain the types of media market testing. Describe the radio survey, electronic measurement of watching TV, research of readership, advertising research, evaluation of the effectiveness and efficiency of the advertising, advertisement and promotion monitoring. Explain the MML survey (market and media lifestyle).

24. Public Relations

Definitions of PR. Characteristics and functions of PR. Main objectives and supporting objectives of PR. Target groups of PR. Types of PR (internal, external, reactive, proactive)

25. Techniques of PR

Definitions of PR techniques. Media Relations, Event Marketing, Sponsoring, Lobbying, Corporate Identity, Crisis Communication, Celebrity Endorsement, Corporate Social Responsibility, Online PR.

26. Characteristics, objectives and importance of Media Relations

Media Relations and its place in the system of PR. Defining Media Relations. The main objectives and tasks of Media Relations. The importance of Media Relations for enterprise or institution. The elements of building this positive relationship between journalists (media) and PR specialists. Basic rules of cooperation with journalists.

27. Tools of Media Relations

Characteristics of the communication tools used in Media Relations. Traditional and new tools of Media Relations. Forms of individual and collective action. Examples of using these tools on the Slovak media market.

28. Press releases and press conferences


29. New means and forms of Media Relations
Changes in Media Relations due to the influence of the Internet. Digital Media Relations. Characteristics of various new forms of Media Relations and examples from practice. Online section for media. Social media and Media Relations.

30. Spokesperson and his/her position in the institution.

The position and roles of a spokesperson in the institution, job description of a spokesperson, personality prerequisites and conditions for this kind of job. Slovak Spokesperson Association.

Odporúčaná literatúra (PR a MR):