**The program of the final exam in the discipline "Management and marketing of modern communications", Autumn semester 2024, 3rd year, English, Public relations**

An approximate list of topics:

1. Concepts of management and marketing in the theory of mass media.

2. The concepts of management and marketing.

3. Basic concepts of production. Information as a "product".

4. The "consumer niche" of the media. UTP of the media project, R. Reeves.

5. Marketing research of the media market.

6. Target audience and Target market.

7. Pilot media project, purpose and rules of development.

8. Business plan of the media project. purpose and rules of development.

9. Media legislation and media project.

10. Attracting financial resources for the implementation of a media project.

11. The break-even point of the media project.

12. Pricing policy of the media project.

13. Outsourcing in a media enterprise.

14. The budget of the media project.

15. Planning and controlling in a media project. Taxes.

16. Promotion of the media publication.

17. Editorial management. The structure of the media editorial office.

18. Management and marketing service in the media structure

19. Ethics in the structure of media management.

20.PR in promoting a media project.

**Educational literature:**

1. Akhmetova L. S. Journalism and management: A textbook. — Almaty: Kazakuniversitet, 2000 – 131 p.

2. Gurevich S. - Economics of domestic media: A textbook for universities. - M.: Aspect Press, 2004

3. Perlov V.I., Marketing at the enterprise of the printing industry - M.: MGUP Publishing House, 2000

4. Nazaykin A., Advertising activities of newspapers and magazines. M.: RIP-Holding – 2002

5. Novikova O.E., Marketing in publishing - M.: MGAP, "World of Books", 1995

6. Chereshneva Yu.E., Print media promotion. — M.: RIP-holding Publishing House, 2006. - 262 p.

7. Kudabai A.A., Manipulative components of commercial advertising" –A.: "Kazakuniversiti", 2018. – 162 p.

**Online resources:**

https://pressclub.kz Kazakhstan Press Club

https://www.naso.kz NASO

https://www.facebook.com/prstudentconference/Student conference "Lilac PR "

https://press-servise.ru Magazine "Press Service"

https://sovetnik.ru Magazine "Adviser"

https://www.blogpr.ru Discussion of events in the field of PR http://www.prjournal.ru / PR in Russia magazine

https://www.mediascope.ru Scientific materials on the specialty

https://prweek.com International magazine "PRWeekUK"Farewell to the press: are paper newspapers and magazines living out their last years?

// https://newizv.ru/article/general/06-06-2019/proschanie-s-pressoy-bumazhnye-gazety-i-zhurnaly-dozhivayut-poslednie-gody Why the print media will never die

//https://www.eg.ru/society

**Rules of academic conduct**

**Dear students!**

The traditional exam in the discipline "Imagology" will be conducted orally (Zoom or Teams) synchronously. You can familiarize yourself with the technique of passing the exam in the Instructions for students, which is published on the website of KazNU.al-Farabi, in the section "Distance education" - "Instructions for the session". The process of passing an oral exam by a student involves the presentation of a ticket consisting of 3 questions, which the student must answer in writing before the examination board.

**Duration**

The time for preparation is decided by the examiner or the examination board. The student can take the exam only during the scheduled time. After the end of the time, the system will not accept written responses. Therefore, it is recommended to periodically save the printed answers on the page until the time expires. A timer is displayed on the page, according to which the student can navigate by time. In the Univer IC, the student cannot attach files. He is obliged to enter his answer in the answer field using the computer keyboard in online mode. The text response cannot contain a picture, formula, or other special characters. After clicking on the link to take a written exam, a window will open where the student will see the questions of his exam ticket. The duration of the exam is exactly 2 hours. If, for technical reasons, the student is "thrown out" of the exam, then you can return within the time allotted for the exam. If, during the exam, the students lost Internet connection or the student accidentally closed the page, then he must reconnect or log in again by repeating steps 2 to 7. The student can return to the system and continue answering the questions of his ticket during the time allotted for the exam. After completing the exam, your answers will be sent to the examiner for verification, who will additionally study the Anti-Plagiarism report.<url>, with a detailed analysis of your text response, will evaluate your answer to the exam assignment.

**Card structure.** The card consists of three questions. A detailed and reasoned answer should be given to each question, indicating specific details to justify the answer. Upon request, the question should be presented and analyzed.

**Evaluation Policy**

Your final score will be calculated using the formula



Below are the minimum percentage estimates:

95% - 100%: А 90% - 94%: А- excellent

85% - 89%: В+ 80% - 84%: В 75% - 79%: В- good

70% - 74%: С+ 65% - 69%: С 60% - 64%: С- satisfactory

55% - 59%: D+ 50% - 54%: D- 0% -49%: F Unsatisfactory

**Academic values:**

Academic honesty and integrity: independence in completing all tasks; inadmissibility of plagiarism, forgery, use of cheat sheets, gadgets, cheating at all stages of knowledge control, deceiving the teacher and disrespectful attitude towards him (KazNU Student Honor Code).

*Note:* Some time after the certification, your score may be canceled as a result of detecting violations of the exam rules when watching the proctoring video and checking the anti-plagiarism report.

**GOOD LUCK ON THE EXAM!**