

State Exam Questions 2025-2026

Creative Marketing and Communication

General Part

1. **Sociological Thinking and Mass Culture:** The position of sociology as a science. The history of sociology. Sociological paradigms. Sociological imagination. The evolution of society. Definition of culture, enculturation, and socialization. Subculture and counterculture, cultural heritage, mass media, McDonaldisation of society.
2. **Sociological and Market Research:** Quantitative/qualitative research and their methods. The process of construction of the questionnaire. Performing interviews. Induction/deduction thinking. Common errors in sociological reasoning. Representative samples, probability/non-probability sampling methods. Validity/reliability.
3. **Social Structure of Society and Marketing:** Definition of social structure. Social mobility. Meritocracy and ascription. Max Weber's theory (classes, statuses, parties). Pierre Bourdieu's theory and its implications for marketing (habitus/taste, economic capital, types of cultural capital, social capital, and sociometrics).
4. **Sociology, Media, and Communication:** Herbert Marcuse and "freedom of choice", the role of art and culture in contemporary protests against consumerism. Stanley Cohen – moral panic and folk devils. Arjun Appadurai – five dimensions of globalization. Judith Butler and Sylvia Walby – gender, subversion, women, and their representation in advertisements.
5. **Marketing Implications in Current Society:** Definition and significance of applied sociology. Its role in addressing social issues. Generations X, Y, Z, BB, alpha. Application of sociology in various fields such as education, health, environment, agriculture, industry, technology, hospitality, and public services (including policy-making practices and media).
6. **Psychology, Human Psyche, and Media:** The difference between sociology and psychology. Human psyche (external and internal factors). Processes/functions of psyche and characteristics of a person. Psychology and media – Gerbner's model of communication, cognitive dissonance. Yale attitude change approach ("who – to whom" model).

7. **Processes and Functions of Human Psyche:** Thinking system, IQ. Memory system (including fantasy and its use in marketing). Information system and senses (and their use in marketing). The use of sight, distortions, delusions, psychology of colors. Feelings and EQ (use of emotions in marketing). A will (attention, selective attention in advertisements).
8. **Personality Characteristics and Marketing Implications:** Definition of human character, ethics, and ethical dilemmas. Interaction of humans and technology, robotization. Interest assessment using the Holland Code RIASEC test. Abilities and skills. Four types of temperament (including marketing implications). Maslow's hierarchy of needs.
9. **Basics of Marketing:** The history and development of marketing and advertising, core principles. The role of the marketing mix (including its role in advertising) – product, price, place, promotion. Marketing communication. Factors that influence consumer behavior, brand awareness, and brand loyalty.
10. **Promotional Tools and Strategies:** Understanding promotional philosophy and strategic communication. Connection between promotion and other marketing elements. Promotional tools – PR events, contests, billboards, digital/print forms, stickers. Increasing brand visibility. Addressing audience under diverse market conditions. Sales promotion.
11. **Testimonials, Opinion Leaders, and Guerrilla Marketing:** The impact of testimonials and ratings on consumer behavior. The impact of influencers, influencer marketing, and micro-influencers on consumer decision. Influencer monetization. Guerrilla marketing techniques. Unconventional marketing approaches that create a unique brand experience.
12. **Viral Marketing and Point-of-Sale Displays (POS):** POS displays as in-store promotional tools. Electronic/digital promotional tools and viral marketing. Driving the engagement of consumers and sales using social media and online interaction. Evaluating costs for viral marketing and POS.
13. **Current Trends and Marketing Tactics:** Inbound and outbound marketing, content marketing. Behavioral economics and customer relationship management. SWOT analysis applied to a chosen market, along with competitive analysis. Pricing psychology, discount spirals, and margin calculations.
14. **Corporate Social Responsibility (CSR):** Definition and usage of CSR in practice. Positive contributions of a company to society by ethical, environmental, and social considerations. Working with local communities, fostering transparency. Brand reputation. Social marketing and marketing of non-profit organizations.

15. **Advertising Industry:** Principles of Developing and Implementing a Media Strategy. Legal aspects of advertising in different regions. Ethics in advertising, examples of ethical and unethical campaigns across markets. Addressing cultural differences in global customer communication. International professional associations (IAA, WFA), global advertising agencies and organizations (WPP, Omnicom, Publicis, Dentsu, IPG).

Specialization Part

1. **Key Concepts and Tools in Online Marketing:** Essential concepts and tools in online marketing. Mobile marketing and optimization, mobile applications, SMS marketing. Social media marketing. Email marketing, building email lists. Video advertising (tutorials, live streams). Analytics (KPIs) and data-driven decision-making. Marketing funnel.
2. **Emerging Trends and Future Directions in Digital Marketing:** B2B marketing and relationship management. E-commerce, online shopping, payment solutions, platforms, shopping cart optimization. Startups in online marketing and the future of online/digital marketing. Online vs. offline marketing. Hero-Hub-Hygiene.
3. **Search Engine Optimization (SEO) and Online Strategies:** History of the Internet and major milestones. SEO – definition and principles, SEO strategies. On-page SEO (keyword optimization, content quality). Off-page SEO (backlinking, social signals). Technical SEO (site speed, and mobile-friendliness). Online strategies (including RSS, feeds, SEM).
4. **Digital Advertising and Media Planning:** The role of digital agencies and advanced online marketing techniques. Examples of key industry players. Display advertising (including CPC, CPT, and overall impressions). PPC campaigns – keyword selection, creation, bidding strategies, budget management. Practical application of digital media planning.
5. **Overview of the Global Media Landscape:** Structure of the global media market: main international advertisers, agencies, media outlets, and associations. Provide examples of PR agencies and event agencies. Global TV/radio/online/print/OOH (Out of Home) market and key public and private players for each type (e.g., North America, Europe, Asia-Pacific).
6. **Media Strategy and Planning:** Media brief, media research, and “big idea”. Budget setting for strategic media planning and selection of key media. Timing of the media campaign and media optimization. Media buying process, and negotiations. Current trends in the domestic and international media markets.

7. **Measurement and Analysis in Marketing and Media:** Essential metrics for measuring marketing effectiveness, including GRPs (Gross Rating Points), reach, frequency, and affinity. Benchmarking. Media post-campaign/post-buy evaluation. Data analytics tools. Media audits. Crisis management implementation and evaluation of its effectiveness.
8. **Intellectual Property and Legal Frameworks in Media and Advertisements:** Key aspects of intellectual property protection, including copyright law in the Czech Republic and abroad. Differences between employment contracts and copyright agreements. Options of protecting design and industrial property (and marketing implications).
9. **Research in the Advertising Industry:** Research in advertising work and research tools. Segmentation of the market (including various demographic criteria), choosing the advertisement for the target audience. Differences in research methodologies based on advertisement type: product, service, or event.
10. **Data Evaluation in the Advertising Industry:** Evaluation of the data based on data type (nominal/ordinal/discrete/continuous). Statistical approaches in data evaluation. Absolute and relative values, tables/charts/graphs. WTP (willingness to pay) concept – definition, use in practice, and data evaluation. Using AI tools in the advertising industry.
11. **Creating Successful Advertisement:** Describing the creation process in advertising. Core values of the advertised product, the actual product, and the augmented product. Components of advertisements, headline, subheadline, copy, logo/signature/trademark, slogan, illustration/visualization, layout. Brand loyalty. Effectivity of advertising campaigns.
12. **Communication Strategy Development:** Definition of communication strategies and their importance (including retention/recruiting). Components of effective strategies. Relationship with branding and marketing. Brand identity. Examples illustrating successful communication strategies. Execution of communication strategies for various brands.
13. **Trends in Strategic Management:** Micro, macro, and megatrends. Impact of trends on strategic planning and decision-making. Methodologies for trend analysis. The application of trends in product development and branding. Examples of brands responding to megatrends. Strategies for navigating dynamic market conditions and promoting critical thinking.
14. **Interpersonal Communication and Presentation Skills:** Effective interpersonal communication strategies. Methods for improving presentation skills, and creating a positive impression during public speaking. Techniques for reducing anxiety, managing distractions, and adapting to different audience types. Time management and prioritization of tasks.

15. **Management and Leadership in Marketing and Media Companies:** Various management styles and leadership approaches. Organizational structures – advantages and disadvantages of each structure. Importance of negotiation tactics and business strategies in enhancing organizational performance. Adaptation to industry changes. Collaborative work environment.