 <p>STŘEDI ODBOR</p>	<p><u>MATURITNÍ OKRUHY</u> pro školní rok 2020/ 2021</p>	<p>Strana: 1/ 1 Datum: 29. 10. 2020</p>
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Studijní obor: SPORTOVNÍ MANAGEMENT

Předmět: ANGLICKÝ JAZYK

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1. People
 2. Family
 3. Shopping and services
 4. Home
 5. Everyday life
 6. School
 7. Free time and entertainment
 8. Sport
 9. Travelling and tourism
 10. Health
 11. Food
 12. Work
 13. Nature and environment
 14. Culture
 15. Science and technology
 16. The United Kingdom and London
 17. The Czech Republic and Prague
 18. The USA
 19. Australia and New Zealand
 20. Holidays and traditions in English speaking countries

Témata odborná

1. Leadership styles – describing the main leadership styles
2. Rules for effective communication – communication skills, principles of communication
3. Dealing with a customer – rules and principles of communication
4. Price – defining price, pricing methods
5. Defining marketing – definition of marketing, customer needs
6. Basic marketing functions – exchange, distribution, facilitating
7. Communication – definition, verbal and non-verbal, forms of communication

 <p>AHOL STŘEDI ODBOR</p>	<p><u>MATURITNÍ OKRUHY</u> pro školní rok 2020/ 2021</p>	<p>Strana: 1/ 1 Datum: 29. 10. 2020</p>
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8. Motivation – types of motivation, motivating employees, benefits and bonuses
9. Marketing planning – SWAT analysis
10. Market – definition, demand, supply
11. Product – definition, life cycle
12. Personality of a manager – characteristics, role of a manager
13. Methods of business communication – face to face, letters, webs, reports, presentations
14. Promotion – types of promotion
15. Advertising and sales promotions - media, popular sales promotions
16. History of marketing – production orientation era, sales orientation era, marketing orientation era
17. Marketing mix – 4Ps
18. Management activities – planning, organizing, decision making
19. Market – segmentation
20. Distribution – distribution channels

Dne: 29. 10. 2020

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