

 <p>STŘEDNÍ ODBORNÁ ŠKOLA, s.r.o.</p>	<p><u>MATURITNÍ OKRUHY</u> pro školní rok 2022/2023</p>	<p>Strana: 1/2 Datum: 30. 09. 2022</p>
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Studijní obor: MARKETINGOVÁ KOMUNIKACE

Předmět: ANGLICKÝ JAZYK

Okruhy všeobecné

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

Okruhy odborné

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
8. Motivation – types of motivation, motivating employees, benefits and bonuses
9. Marketing planning – SWOT 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

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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

Zpracoval: Mgr. David Koval, vedoucí PK cizích jazyků

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Dne: 30. 9. 2022