



**Studijní obor: SPORTOVNÍ MANAGEMENT**

**Předmět: ANGLICKÝ JAZYK**

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**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. Marketing research – questionnaire
5. Defining marketing – definition of marketing, customer needs
6. Offline marketing strategies and sales promotion
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
14. Promotion – types of promotion
15. Advertising and online marketing



STŘEDNÍ  
ODBORNÁ  
ŠKOLA, s.r.o.

## MATURITNÍ OKRUHY

### pro školní rok 2023/2024

### čtyřleté denní studium

Strana: 1/1  
Vydání č.: 1\_0  
Datum: 1. 9. 2023

16. History of marketing – eras, famous marketers
17. Marketing mix – 4Ps
18. Management activities – planning, organizing, decision making
19. Market – segmentation
20. Distribution – distribution channels

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