



ŽILINSKÁ UNIVERZITA V ŽILINE
Ústav celoživotného vzdelávania
Univerzitná škola jazykov

GET READY FOR EXAM AND PRACTISE

NÁPLŇ KURZU PRE 2.ROČNÍK INŽINIERSKEHO ŠTÚDIA FAKULTA FRI – ODBOR MANAŽMENT

Kurz je predovšetkým určený pre študentov 2. ročníka inžinierskeho štúdia fakulty FRI a je zameraný na:

- **prípravu na povinnú skúšku** z anglického jazyka z odboru manažment a
- **prípravu pre prax.**

Frekvencia: 1 x 2vh týždenne

Plánovaný počet hodín : 20

Plánovaný počet stretnutí : 10

Odporúčaná literatúra : Cate Farrall, Marianne Lindsley, Professional English in Use – Marketing

David Cotton: Language Leader Intermediate

Texty akademická angličtina, ÚCV

Lektori: PhDr. Soňa Gallová, Mgr. Jana Lopusanová, Zane Mark Zenner

Obsahová náplň :

1. The market environment, the macro environment: STEP analysis
Language work : Prepare a STEP analysis for the region you live in.
Practise: preparing for killer questions at interview
2. Market segmentation, how market segmentation works, common market segments
Language task : market segments that you are in, products and brands that are targeted at you
Practise: choosing a new team member – important personal qualities
3. Customer needs and behaviour, Maslow's hierarchy of needs, consumer life cycle (CLC), purchasing behaviour
Language task : products you have bought recently and the needs you were satisfying
Practise: language of a meeting

4. Loyalty programmes, customer loyalty, talking about loyalty programmes
Language task : describing advantages of loyalty cards
Practise: organizing events – avoiding mistakes

5. Branding, what is a brand, word combinations with „brand“
Language task :Description of your favourite brand and its image.
Practise: how to make a good presentation

6. Media strategy, media planning, media buying
Language task : comparing present perfect vs present simple
Practise: writing report

7. The Internet, Internet advertising, search engines, search engine marketing
Language task : Description of Ad formats which you see most often on the internet.
Practise: negotiating – making offers, stating a position, bargaining, negotiating a deal

8. Buzz marketing, word of mouth, buzz marketing vs stealth marketing, electronic buzz
Language task : three arguments for and three arguments against stealth marketing
Practise: FAQs at job interview

9. Materials and containers, describing packaging, public relations and lobbying
Language task : describe packaging of three products that you have at home
Practise: formal letters, e-mails

10. Revision test
Language work : revision of tenses
Practise: CV