

## **Abstract**

The topic of the diploma thesis is pedagogical and psychological support for choosing a career in the ŠKODA AUTO Company. The aim of the thesis is to describe, verify and evaluate the effectiveness of the system of marketing actions to support the choice of profession implemented through the ŠKODA Academy and the ŠKODA AUTO Secondary Vocational School of Engineering, from recruitment campaigns to obtaining applicants to the placement of graduates.

The work has a theoretical-empirical character and is divided into two parts. In the theoretical part, it introduces the corporate system of preparing school pupils for future occupations, describes individual forms of support for choosing a profession with an emphasis on their specifics.

The practical part of the work assesses the contribution of individual marketing actions to the applicants' decision-making about the choice of profession through a questionnaire survey conducted among students of the 1st and 2nd year of SOUs. Through research conducted among 3rd and 4th year students of SOUs, it verifies how the professional practice of students in a company and the involvement of the company's professional departments in teaching affect the quality of education and to what extent the company's placement policy for graduates is reflected in their choice of future profession.

## **Keywords**

ŠKODA Academy, Secondary Vocational School of Engineering, career choice, marketing support, motivation, vocational training, professional practice, allocation, research