



ŠKOLA MEZINÁRODNÍCH A VEŘEJNÝCH VZTAHŮ PRAHA
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WHO WE ARE

ŠKOLA MEZINÁRODNÍCH A VEŘEJNÝCH VZTAHŮ PRAHA (School of International and Public Relations - SMVV) is a private school, in Prague, The Czech Republic.

There are three divisions of SMVV:

- Grammar school (8 year programme)
- Secondary school (4 year programme)
- College (3 year programme)

We cooperate with many schools abroad, our partner schools are in Germany, Sweden, Italy, Spain, France, Portugal, Great Britain and Finland.

We regularly participate in European Educational Programmes a Leonardo da Vinci, Socrates, Comenius, Youth etc.

WE OFFER

Since its founding The School of International and Public Relations (SMVV) has been committed to providing a unique undergraduate education taught in Czech language and based on students' abilities to think openly and independently. Our educational programme enables our students to acquire the skills needed to pursue exciting careers or further graduate studies.

There are two educational programmes at our school:

- International Relations and Diplomacy
- Public Relations

SMVV is also focus on adult education. We organize specialized professional courses which are prepared to improve closer cooperation between our school and companies.

HISTORY OF THE SCHOOL

The School of International and Public Relations (SMVV) was established in 1991 (at that time it was called The School of Management and Services) and was one of the first private schools in former Czechoslovakia. Since its founding The School has been built as a prestigious school and the knowledge of our student confirms that this goal has been reached.

The advantage of the school is the quality of interpersonal communication, professional and personal qualities of each teacher, friendly atmosphere and developed cooperation with the labour market.

SMVV is a partner organization of The Institute of Advertising and Marketing Communication – the organization which has been built to improve professional adult education in Public relations.

COOPERATION WITH LABOUR MARKET (COMPANIES)

The cooperation with companies is one of the main objectives of the school (SMVV).

The real contact of our students with practise is one of the reasons why our students are so successful in the local labour market.

They are taught to fix the theoretical information with the practical experiences together. The students present and share their practical experiences and inform fellow students and teachers about the new methods and processes in companies.

There are many institutions, organizations, companies and offices which cooperate with SMVV regularly.

For example Office of The Prime Minister, The Czech Government, Ministry of Foreign Affairs, Ministry of Defence, Home Office, Ministry of Transport, Board of Trade, Czech Parliament, Institute of International Relations, Council for International Relations, Congress Centre in Prague, Škoda Auto Company, Embassy of Slovakia, OBSE Office in Prague, Logistic Centre of REWE in Prague, Condor Group, Czech Academy of Science, Universities and Colleges, and many others.

SECONDARY SCHOOL

SUBJECT 68-43-M/002

The educational programme takes 4 years and is suitable for the primary school absolvents.

Their programme is concluded with written and spoken test in Czech (maturita). There are core subjects: Czech language, psychology, oratory, sociology, phylosophy, ethics, aesthetics.

The optional subjects are: public relations, diplomatic relations, European institutions, European history etc.

Stress is put on a deep knowledge of the theoretical and practical information, cultural customs and interpersonal communication.

Our students are prepared to work in many local and international organizations, embassies, banks, news media etc.

There are max. 30 students in each class. Classes are divided into 2 or 3 groups to foreign language classes.

The management of SMVV organize the winter ski camps, the foreign language camps, the tourist and sport trips. The school also cooperates with several schools abroad.

The school is disabled friendly.

COLLEGE

SUBJECT 68-43-N/003

The educational programme takes 3 years and is suitable for the secondary school or grammar school absolvents.

The college educational programme is concluded with spoken and written test. (absolutorium).

There are two specializations

- Diplomatic Relations
- Public Relations

Three foreign languages are taught in every class.

There are core subjects : psychology, oratory, sociology, phylosophy, ethics, aesthetics.

The optional subjects: public relations, diplomatic relations and institutions, European integration, European institutions, European history etc.

Stress is put on a deep knowledge of the theoretical and practical information, cultural customs and interpersonal communication.

Students can travel abroad and spend several weeks during their studies at one of our partner schools – meet new people, new culture, language and receive many experiences which they will use in their future professional life .

Our students are prepared to work in a lot of local and international organizations, embassies, banks, news media etc.

One day a week is a practical training day located in companies, organizations, offices which have cooperated with our school for many years.

There are max. 30 students in one class. Classes are divided into 2 or 3 groups to foreign language classes.

The school year is divided into two semesters, each semester takes classes plus examination period (approx.14 weeks)

Graduated students from this college are allowed to use title Dis - Certified specialist in international relations.

CZECH INSTITUTE OF ADVERTISEMENT AND MARKETING COMMUNICATION

Established in 2000 by The school of International and Public Relations and The Association of Czech Advertising Agencies.

The Institute goals are:

To organize practical courses for employees of public relation agencies and companies.

More at: www.cirmk.cz