



Programma svolto

Anno scolastico 2023 – 2024

Materia: INGLESE

Classe 5A RIM

n° ore settimanali 3

Insegnante: **prof. MARIA IURI DON**

1 – **BANKING**

The Stock Exchange – Financial crisis – Important Stock Exchanges in the world

2 – **MARKETING**

- The market and marketing - What is marketing – Market segmentation – Targeted marketing: the market map - Market research (quantitative/qualitative data – primary/secondary research) – E-marketing – SWOT analysis.
- The marketing mix: The four Ps – Product – Price – Place – Promotion:
Advertising – PR – Sales promotion – Personal selling – Direct marketing – Internet-marketing – Sponsorship – Celebrity endorsement – Customer loyalty cards – Product placement – Viral advertising – Guerrilla marketing – Social media advertising
- Case study: 1) organizing market research 2) relaunching a product

3 – **The EUROPEAN UNION**

- European Treaties at a glance
- Who is who in the European Union – Le Istituzioni della UNIONE EUROPEA
- What does Eu for you?
- EU economic and monetary policy
- EU pros and cons
- Case study: trading within the European Union

4 – **EDUCAZIONE CIVICA**

- Agenda 2030 obiettivo 12. Consumo e produzione responsabile: ricadute negative del fast fashion su ambiente e società. Case study: Chile – Ghana – Bangladesh.
Attività di tre ore con conversatrice più lavori di gruppo e presentazioni

5 – **GRAMMAR:**

- Ripasso
- Esercitazioni in preparazione test INVALSI. Reading e listening comprehension.

6 – **BUSINESS COMMUNICATION – DOCUMENTS IN BUSINESS**

- Writing business: emails and letters
- Speaking: telephone conversations



- Netiquette
- The invoice
- Export documents and terms
- Payment terms
- Enquiries and replies
- Orders and replies
- Complaints - reminders and replies

7 – GLOBALISATION

- What is globalisation
- Globalisation
- Outsourcing and offshoring

8 – CULTURAL INSIGHT

Focus on literature:

- Jane Austen e la prima rivoluzione industriale: *Northanger Abbey*
- George Orwell e il romanzo distopico: brano antologico da 1984 – *Big Brother*

Libri di testo:

BUSINESS EXPERT di F. Bentini, B. Bettinelli, Kieran O'Malley.

Ed. Pearson. Active book ed Espansioni on-line per i contenuti digitali (video, attività di ascolto, esercizi interattivi).

Vivian S. Rossetti, TRAINING FOR SUCCESSFUL INVALSI INGLESE Pearson/Longman

Salò, 31.5.2024

l'insegnante MARIA IURI DON