



PROGRAMMA SVOLTO
anno scolastico 2023/2024

prof.ssa Monica G. DROVANDI MATERIA Lingua Inglese

classe e indirizzo **5ASIA**

n. ore settimanali: **3**

monte orario annuale: **99**

ore effettivamente svolte: 90

CONTENUTI DISCIPLINARI:

Revision: last year's programme.

da Business English: Business, Finance and Marketing:

Unit 2: Franchising and how business growth. Types of Integration. Multinationals. Why do businesses become multinationals? Advantages and disadvantages. Business in the current economic climate. Start ups, microbusinesses and co-working. The organisational chart. Focus on Functions. Socialising. Greetings and responding. Introducing yourself. Focus on Grammar. Past simple vs present perfect. Video game development. **Unit 4: The market and marketing.** Market research. Quantitative data. Qualitative data. Primary research. Secondary research. E-marketing. The 5 S's framework: sell, serve, speak, save, sizzle. Advantages of e-marketing: Convenience. Reach. Cost. Personalisation. Increased interactivity. Relationships. Social. Disadvantages of e-marketing: Accessibility. Spam. Deliverability. Increased competition. Software viruses. Resources. Market position: SWOT analyses: strengths and Weaknesses. Opportunities and Threats. Focus on grammar: Conditionals.

Unit 7: Globalisation. What is Globalisation? Reasons against Globalisation. The KOF Index of Globalisation. The role of technology in Globalisation. Globalisation. Outsourcing and Offshoring. McDonald's glocalisation – burgers without beef. Globalisation: its good, bad and ugly sides.

Unit 4: da Cultural insight. Government and politics. How the UK is governed. Monarch. Parliament. Prime Minister and the government. Supreme Court. How the USA is governed. President. Congress. Supreme Court. Political parties. UK political parties. US political parties. Opinions and policies. Conservatives (UK) and republicans (USA). Labourites (UK) and Democrats (USA). Breaking up the UK?

Unit 5: the marketing mix. The Four P's Product: logos. Brand image. Packaging: labels. Price: Penetration pricing. Price skimming. Competitive pricing. Captive product pricing. Promotional pricing. Psychological pricing. Place: distribution channels. Promotion: advertising. AIDA: Step 1: Attention. Step 2: Interest. Step 3: Desire. Step 4: Action. Public relations. Sales promotions. Personal setting. Direct marketing. Internet marketing. Sponsorship. Celebrity endorsement. Customer loyalty cards. Product placement. Viral advertising. Guerilla marketing. Cross-cultural marketing blunders.

Oscar Wilde. The Importance of being Earnest. Plot and vision of the film.

per Educazione Civica: Nucleo Concettuale: COSTITUZIONE: sistema politico britannico, americano e italiano. Modulo didattico: Normativa in GB. Istituzioni Internazionali. UE

Unit 6: THE EU. Building Europe: the story so far. European treaties at a glance. Who's who in the European Union. The European Council. The European Parliament. The Council of the European

Union. The European Commission. The Court of Justice. The European Central bank. What does Europe do for you? EU economic and monetary policy. Europe Pros and cons. Reading the Press Europe wants its cheese back.

- **La classe ha partecipato al progetto del PNRR:** Madrelingua in classe, per 3 ore.

Libri di Testo: - Mark Bartram, Richard Walton - **Venture 2, 21st Century skills and competences**- OXFORD

- Flavia Benbini, Barbara Bettinelli, Kiaran O'Malley – BUSINESS EXPERT – Pearson Longman

data: 01/06/2024

Firma docente

Monica G. Drovandi

Firma autografata sostituita con indicazione a stampa del nominativo del
soggetto responsabile ai sensi del D.I.gs. n. 39/1993, art. 3 c. 2