



Programma svolto

Anno scolastico 2022 – 2023

Materia: INGLESE

Classe 5A RIM

n° ore settimanali 3

insegnante: **prof. MARIA IURI DON**

1 – **MARKETING**

The market and marketing:

- What is marketing – Market research – E-marketing – SWOT analysis
- The marketing mix: The four Ps – Product – Price – Place – Promotion:
Advertising – AIDA – PR – Sales promotion – Personal selling – Direct marketing – Internet-marketing – Sponsorship – Celebrity endorsement – Customer loyalty cards – Product placement – Viral advertising – Guerrilla marketing.
- Relaunching a product.

2 – **The EUROPEAN UNION**

- European Treaties at a glance
- What does EU for you?
- EU economic and monetary policy.
- EU pros and cons
- Business cultural awareness in Europe
- Case study: trading within the European Union

3 - **BUSINESS COMMUNICATION - JOB APPLICATIONS**

- Job applications
- Analysing job interviews
- Analysing and writing a covering letter
- Understanding and writing a CV (Europass)
- Case study: choosing a web marketing expert
- Studying and working opportunities for young EU citizens

4 – **EDUCAZIONE CIVICA**

Ore svolte: 4

- La crisi energetica attuale: origine, conseguenze, possibili soluzioni
- Lavoro di gruppo e presentazioni



5 – GRAMMAR:

- Revisione e approfondimento delle principali strutture della lingua.
- Esercitazioni in preparazione test INVALSI. Reading e listening comprehension.

6 – BUSINESS COMMUNICATION – DOCUMENTS IN BUSINESS

- Writing business: emails and letters
- 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: George Orwell – 1984

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, 3.6.2023

l'insegnante MARIA IURI DON