

**PROGRAMMA DI LINGUA INGLESE**  
**SVOLTO NELL'A.S. 2022/23**

**CLASSE: 5AP**

**DOCENTE: Laura Colaninno**

**LIBRO DI TESTO: Bentini, Bettinelli, O'Malley, Business Expert, Pearson**

***BUSINESS THEORY***

***UNIT 7***

***MARKETING AND ADVERTISING***

- Marketing: definition and factors involved;
- The Marketing Concept;
- The Marketing Map;
- Market segmentation and market research;
- The marketing mix: Product, Price, Place, Promotion and People;
- Advertising (media and forms);
- The power of advertising (informative and persuasive types of advertising);
- The AIDA steps.

***BUSINESS COMMUNICATION***

***UNIT 2***

***JOB APPLICATIONS***

- Types of work: smart working, coworking.
- Changes in work patterns - gig economy.

***CULTURAL PROFILES:***

***UNIT 5***

***GOVERNMENT AND POLITICS***

- The UK and Great Britain (differences and capitals).
- The UK Government (the Monarchy, Parliament, the Prime Minister).

***THE ORGANIZATION OF THE EU:***

- the EU flag,
- the European treaties (Paris, Rome, Maastricht, Lisbon),
- the three main bodies of the EU (the European Commission, the European Parliament, the European Council);
- The Euro: a single currency;
- The Eurozone;

***BREXIT***

- Brexit: the referendum and the result;

***EDUCAZIONE CIVICA:***

- Digital citizenship

***PCTO:***

- Advertise a product

***TRAINING FOR INVALLSI (levels B1/B2)***

Risorse utilizzate:

- Bonomi, Morgan, Belotti, In Progress, Europass
- Bowen, Cumino, Think Business, Petrini

La docente:  
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Gli studenti: