

ISTITUTO D'ISTRUZIONE SECONDARIA SUPERIORE "FIANI - LECCISOTTI"

TORREMAGGIORE (FG)

Programma svolto – LINGUA E CIVILTÀ INGLESE

A.S. 2022/2023

CLASSE: 5 B AFM

DOCENTE: Prof.ssa Daniela Coppola

LIBRO DI TESTO:

- Bentini, Bettinelli, O'Malley, *Business Expert*, Pearson

BUSINESS THEORY

UNIT 7 MARKETING AND ADVERTISING	<ul style="list-style-type: none">- Marketing: definition and factors involved;- The Marketing Concept;- The Marketing Process;- Market segmentation and market research;- S.W.O.T. analysis;- The marketing mix: Product, Price, Place, Promotion and People;- The product life cycle. - Advertising<ul style="list-style-type: none">o The goals of advertising;o Media and forms;o Types of advertising.
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CULTURAL PROFILES and LITERATURE

UNIT 5 GOVERNMENT AND POLITICS	<ul style="list-style-type: none">- The UK Government (the monarchy, Parliament, the Prime Minister and the Cabinet);- The Organization of EU (the EU symbols, the European Parliament, the Council of the European Union, the European Commission, the European Court of Justice, the European Central Bank);- The Euro: a single currency (the Eurozone countries).
BREXIT	<ul style="list-style-type: none">- Brexit: the referendum and the result;- The "Leave" and the "Remain" camps;- The UKIP and Nigel Farage;- Prime Ministers: from Cameron to Sunak;- Some consequences of Brexit.

GEORGE ORWELL	<ul style="list-style-type: none"> - Life and main works; - Quotations; - <i>Animal Farm</i>. <p>Reading: <i>Animal Farm</i> - the script</p> <p>Partecipazione allo spettacolo in lingua inglese <i>Animal Farm</i> presso il Teatro Massimo di Pescara.</p>
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PROGETTO STUDIO INNOVATIVO DI DISCIPLINA NON LINGUISTICA

English – Economia Aziendale

- Leasing
 - o Leasing and the lease;
 - o The parties of leasing;
 - o Leasing vs Renting;
 - o Legal aspects;
 - o Advantages and disadvantages;
 - o Types of Leasing:
 - Financial leasing;
 - Sale and lease-back
 - Operating leasing
- The Break Even Point
 - o Definition and formula
- Marketing
- My case study – innovating and advertising
 - o Analysing a company and its values;
 - o S.W.O.T. analysis;
 - o Marketing mix;
 - o A new product/service;
 - o Advertising

LAVORI IN DDI

- Web Search - Operating Leasing And Sale and Lease-Back;
- A Marketing Questionnaire;
- Market Research Failures;
- Discovering G. Orwell;
- *Animal Farm* – your own review;
- Let's Talk about ads!

- Web Quest: The EU – an introduction;
- Web Search - The UK Prime Minister

EDUCAZIONE CIVICA

- Cyber security and cyber crimes

Torremaggiore, 10/06/2023

Gli Studenti

La docente