

ISTITUTO D'ISTRUZIONE SECONDARIA SUPERIORE "FIANI - LECCISOTTI"

TORREMAGGIORE (FG)

Programma svolto – LINGUA E CIVILTÀ INGLESE

A.S. 2021/2022

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;- Marketing research failures;- S.W.O.T. analysis;- The marketing mix: Product, Price, Place, Promotion and People; - Advertising (media and forms);- The power of advertising (types of advertising);- The AIDA steps.
D.N.L. (INGLESE – ECONOMIA AZIENDALE)	<ul style="list-style-type: none">- The Leasing and the lease- The B.E.P.

BUSINESS COMMUNICATION

UNIT 2 JOB APPLICATIONS	<ul style="list-style-type: none">- The Curriculum Vitae;- Smart Working.
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CULTURAL PROFILES and LITERATURE

UNIT 5 GOVERNMENT AND POLITICS	<ul style="list-style-type: none">- UK: geography and flags;- The UK Government (the monarchy, Parliament, the Prime Minister and the Cabinet);- The Organization of EU (the EU flag, the European Parliament, the Council of the European Union, the European Commission, the European Court of Justice, the
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	<p>European Central Bank);</p> <ul style="list-style-type: none"> - The EU flag. - The Euro: a single currency; - What does EU do for you? - The EU and you; - The EU: better in or out? - The Next Generation EU.
BREXIT	<ul style="list-style-type: none"> - Brexit: the referendum and the result; - The “Leave” and the “Remain” camps; - The UKIP; - Prime Ministers: from Cameron to Johnson; - The Brexit day and the transition period; - The Brexit deal. - Some consequences of Brexit

P.C.T.O.

- Cyber security and cyber crimes

TRAINING FOR INVALSI (levels B1/B2)

Risorse utilizzate:

Piattaforma www.BSmart.it

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

Torremaggiore,

La docente