



Prof. PISANI SEEMA
Materia: LINGUA INGLESE
Classe V sez. AS
a.s. 2022/2023

PROGRAMMA DI LINGUA INGLESE SVOLTO NELLA CLASSE V AS

BUSINESS THEORY

UNIT 4 : The market and marketing

- What's the marketing? • Market research • E-marketing • Market position: SWOT analysis

UNIT 5 : The marketing mix

- The Four Ps: Product, Price, Place, Promotion • Advertising media • the AIDA steps •

UNIT 6 : The EU

- The EU: story and member states; economic and political objectives. • EU INSTITUTIONS: The European Council, The European Commission, The European Parliament, The European Court of Justice, The European Council of Ministers, The European Central Bank. • The Euro – a single currency
- The EU and You: what does EU do for you?

BUSINESS COMMUNICATION

UNIT 1: Job applications

- Finding job vacancies; • Analysing job interviews • Analysing and writing a covering letter
- Understanding and writing a curriculum vitae

LICEO CLASSICO-SCIENTIFICO-SCIENZE UMANE

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ISTITUTO TECNICO – SETTORE ECONOMICO: AMMINISTRAZIONE, FINANZA E MARKETING

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