

I.T.S.S.E.T.

"EMANUELA LOI" NETTUNO

PROGRAMMA SVOLTO DI "LINGUA E CIVILTÀ INGLESE"

Anno scolastico 2019-2020

Classe 4^A RIM

Docente: A. M. E. Cardone

Libri di testo

1. **The Business Way** Zanichelli: Fiocchi - Morris
2. **Deep into the topic** Loescher: C. Medaglia M. Seiffarth

Business theory

- The Production Process
- Factors and Sectors of production
- Trade vs Commerce
- Different kinds of trade
- Channels of distribution
(The steps of a commercial sale)
- Retail organization
- International trade (reading)
- Fair trade, Sustainable trade, Bio-trade
- E.commerce

- **Marketing**

- Needs and wants
- The marketing concept
- The marketing process
- The marketing segmentation
- The marketing research
- The marketing mix and the four Ps:

Product / Price / Place / Promotion

- Online marketing
- Mobile marketing
- Advertising
- Intership

Methods of communication

- E.mails
- Text Messages
- Faxes

Business Letters

Civilization

The Land and the Law

- Human rights (durante le attività laboratoriali, gli studenti hanno svolto un **group work** su uno dei diritti studiati, attraverso un **written and oral report**)
- Magna Carta
- Unemployment
- Coronavirus

Literature

- Layout
- Written and oral report on literature
- Nadine Gordimer ("Woe is me": guided analysis of two passages)
- Tony Tulathimutte ("Private Citizens": guided analysis of two passages)

La classe è stata guidata a realizzare uno **school project** sul **marketing mix**, basato su un prodotto o servizio scelto autonomamente da ogni singolo studente.

Docente

Anna Maria Enza Cardone