

I.T.E.T.

"EMANUELA LOI" NETTUNO

PROGRAMMA DI "LINGUA E CIVILTÀ INGLESE"

Anno scolastico 2021-2022

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

REVISION

Grammar/ Functions

Past simple: Form and Use

Present Perfect: Form and Use

Present Perfect Continuous: Form and Use

Past Continuous: Form and Use

Used to: Form and Use

The Passive Form: Form and Use

Business theory

- The Production Process
- Factors and Sectors of production
- Trade vs Commerce
- Different kinds of trade
- Channels of distribution

- The stages to a commercial sale
- Retail organisation
- Fair trade, Sustainable trade, Bio-trade
- E.commerce

Marketing

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

Product / Price / Place / Promotion

- Online marketing
- Mobile marketing
- Advertising
- The advertising campaign

Methods of communication

- E.mails

Definiition/Advantages/Disadvantages

Enquiry/Request for samples/Offer/Quotation/Order

- Text Messages

Definition/Advantages/Disadvantages

- Faxes: hints

Civilization

The Land and the Law

- Magna Carta
- British political institutions

The Sovereign/The Crown/Parliament/Government

- COP 26
- Being gender fluid from a social viewpoint/a new target market
- TV series
- War
- Travelling

UDA

Durante lo svolgimento dell'UDA di Educazione Civica, gli studenti hanno svolto un lavoro di gruppo su INTERATIONAL TRADE

Advertising Campaign:

La classe è stata guidata a realizzare una campagna pubblicitaria per un bene di consumo o servizio scelto autonomamente da ogni singolo studente.

Alunni**Docente****Anna Maria Enza Cardone**