

**PROGRAMMA DI LINGUA E CIVILTÀ INGLESE**  
**CLASSE 5D – RELAZIONI INTERNAZIONALI PER IL MARKETING**  
**DOCENTE VALERIA MORETTI**  
**A.S. 2021-2022**

**PROGRAMMA SVOLTO AL 10 MAGGIO 2022**

**MODULE 5 BUSINESS COMMUNICATION**

Forms of business communication, written communication, oral communication, visual communication

**MODULE 6 BUSINESS TRANSACTIONS**

Business transactions, enquiry and reply to enquiry, offers and reply to offers, orders and reply to orders, complaints and reminders

**MODULE 7 TRANSPORTS**

The role of geography, national and international trade, means of transports, types of packing, the role of carriers, documents of transport, Incoterms.

Dispense fornite dalla docente: language of graphs, logistics, trade barriers, Brexit, Pros and Cons of Brexit.

**MODULE 8 BANKING, FINANCE AND INSURANCE**

Banks, banking services, methods of payment, finance, the Stock Exchange.

Dispense fornite dalla docente: 1929 Crisis PPT, financial sources and bank products, microcredit, ethical banks, financial problems (speculation, bubbles, crashes), the Tulip bubble

**MODULE 9 MARKETING**

The difference between marketing and selling, marketing mix, market segmentation, mass and niche marketing, marketing research, marketing strategies and techniques, marketing persuasion, advertising media, promotion, marketing objectives, situation analysis.

**PROGRAMMA DA SVOLGERE DOPO IL 10 MAGGIO 2022**

**THE EUROPEAN UNION**

**MODULO EDUCAZIONE CIVICA**

Civil Rights Movement in Northern Ireland

Trieste, 04 maggio 2022