

**PROGRAMMA LINGUA INGLESE A.S. 2023-2024**

**INDIRIZZO RELAZIONI INTERNAZIONALI PER IL MARKETING**

**CLASSE 5D**

**DOCENTE VALERIA MORETTI**

**MODULE 0 - PREPARAZIONE PROVE DELLE COMPETENZE:** Talking about one's work experience (esperienza PCTO), presentation about the student's work experience, Writing a report about one's work experience

**MODULE 1 - THE ECONOMIC WORLD:** public and private enterprises, economic systems, Free and Regulated markets, National and International Trade

**MODULE 2: THE INDUSTRIAL REVOLUTIONS:** globalisation (phases), the two industrial revolutions, imperialism, mass society, technological innovations

**MODULE 3 – BANKING, FINANCE AND INSURANCE:** Banks, banking services, methods of payment (cenni), finance, the Stock Exchange

Dispense fornite dalla docente: 1929 PPT, microcredit, ethical banks, financial problems (speculation, bubbles, crashes)

**MODULE 4 – TRANSPORTS:** the role of geography, transports in national and international trade, transport documents (cenni), trading blocs.

Dispense fornite dalla docente: logistics, trade barriers

**MODULE 5 – MARKETING:** the difference between marketing and selling, the marketing mix, market segmentation, mass and niche marketing, the role of market research, marketing strategies and techniques, marketing persuasion, advertising media, SWOT analysis

**CLIL - The European Union** pp. 310-328

**MODULO DI EDUCAZIONE CIVICA (dispense fornite dalla docente):**

The Industrial city: Cocktown by Charles Dickens

Green Economy

DA SVOLGERE DOPO IL 15 MAGGIO:

Eleonor Roosvelt speech: human rights, civil rights

**LIBRO DI TESTO**

Twenty-Thirty di CINZIA MEDAGLIA, MARTIN SEIFFARTH, Rizzoli Languages

Trieste, 13.05.2024

Gli studenti

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La docente

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