

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:

Eleanor Roosevelt speech: human rights, civil rights

LIBRO DI TESTO

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

Trieste, 13.05.2024

