

I.T.E.T. “B. PASCAL”

Classe 5^A SIA

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Programma di lingua e cultura inglese

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Testo adottato : A. Smith – “Best Performance” - ELI

Marketing and advertising

Marketing

- The role of marketing
- Market segmentation
- The marketing mix (photocopy)
- SWOT analysis
- Market research
- Primary research methods
- Unsolicited offers

Advertising

- The purpose of advertising
- Analysing adverts: Features of an advert

International trade

- The global market: importing and exporting
- Economic indicators: balance of trade, balance of payment, industrial production index, GDP and GNP, unemployment, inflation
- Protectionism
- Sales contract terms
- Incoterms (only definition)
- Trading blocs (only definition)

Banking and finance

- Banking systems: Types of banks
- Ethical banking in the UK – Islamic banking
- Banking services: Types of accounts
- Financing: overdraft, loans, leasing, factoring, forfeiting
- E-banking
- Payment methods: Open account, Payment in advance, Bank transfer, Bill of exchange
- E- commerce

Cultural background

- A brief history of European integration
- The European Union: Eu institutions
- Brexit (photocopy)
- Green economy, Fair Trade, Sustainable trade

