

PROGRAMMA DI INGLESE
Prof.ssa Giuliana Marchesino
CLASSE 5[^] B SIA A.S. 2020/21

-Libro di testo BEST PERFORMANCE di A.Smith ed.ELI
-Videos and texts sent through Classroom; notes

BUSINESS IN THEORY

Module 1: The world of business

E-commerce and its main categories (p.22-23)

Module 3: Marketing and advertising

The role of marketing (p.98). Market segmentation (p.99). The marketing mix (p.100). The extended marketing mix (p.101). SWOT analysis (p.102). Market research (p.104). Primary research methods (focus group, consumer panel, product test) (p.105). Digital marketing (p.106). Unsolicited offers (p.109)

The purpose of advertising (p.110). Effective advertising (p.111). Advertising media (p.114-115). Product placement and sponsorship (p.116). Trade fairs (p.117). Features of an advert (p.124). Radio and TV commercials (p.127). Counterfeiting (p.170-171) (**educazione civica**)

Module 6: Banking and finance

Banking systems and types of banks (p.226)

Definition of a cash machine and the UK four big banking groups (p.227)

Microcredit (p.228)

Ethical banks (p.229)

Central banks and the Bank of England (p.230)

Banking services: types of accounts and financing (p.232-233)

E-banking (Internet banking) (p.234)

Types of cards (p.236). Fraud (p.237); remedies against fraud (ex.n.2 p.237, Classroom)

Payment methods: bank transfer (p.239) and bill of exchange (p.240)

Stock Exchange and Commodities Exchange. Indices. Spread. Brokers (p.244-245)

London and New York Stock Exchanges (p.246)

Securities fraud and speculation (p.247)

The Great Depression and Wall Street Crash (p.341). Roosevelt's New Deal (Classroom)

BUSINESS IN PRACTICE

Module 2: Looking for a job

Looking for a job (p.74)

Recruitment ads (p.75)

Curriculum vitae – Europass CV (p.76-78)

Module 3: Studying the market

Internet marketing questionnaire and focus groups (p.118-119)

Unsolicited letters and circulars (p.120-123)

CULTURAL BACKGROUND

Dossier 5: Institutions (educazione civica)

The UK political system (p.398)

Parliament (p.398). Making laws in the UK (notes)

The Constitution (p-399)

Devolution (p.399)

The Sovereign (p.399+notes).

Queen Elizabeth's family (Internet research).The abdication of Edward VIII (Classroom)

The UK Government and Prime Minister (p.400). Margaret Thatcher and Tony Blair (p.336)

Political parties (p.401)

UK general elections (p.402). 2014 referendum in Scotland (p.403)

The European Union: Key facts and capital cities (notes)

Advantages and disadvantages of being EU citizens (notes)

A brief history of the EU (p.404)

The treaties (notes)

EU institutions (p.404-405)

Issues facing the EU (p.406)

MACROUDA: CITTADINI D'EUROPA

Brexit

Euroscepticism: arguments for and against the EU (Classroom)

The various steps towards Brexit (Classroom)

Videos (Brexit celebrations; Brexit explained in few words; Ted Talks Brexit: Carol Cadwalladr's report)

LANGUAGE ESSENTIALS

Revisione di alcuni tempi verbali e di alcune strutture linguistiche studiate negli anni precedenti, letture, conversazioni guidate, lessico specifico

L'insegnante
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