



PROGRAMMA SVOLTO DAL DOCENTE DISCIPLINARE

ANNO SCOLASTICO:	2019-2020
CLASSE:	5^A - RELAZIONI INTERNAZIONALI
DISCIPLINA:	INGLESE
DOCENTE:	ENRICO BRODINI
TESTO IN USO:	DOWN TO BUSINESS di G. IERACE, ed. LOESCHER TORINO

PROGRAMMA DETTAGLIATO (IN PRESENZA)

MODULE 4 INTERNATIONAL MARKETING

Unit 1 – WHAT IS MARKETING?

The marketing approach

Marketing for dummies

Marketing for global companies: Global; Local and Glocal

Business writing: sales letters

Unit 2 – THE MARKETING MIX

Business theory: The four Ps

Project work: report about the World Trade Fair Day

Case study: Small entrepreneurs in Tanzania

Focus on vocabulary and grammar: future forms

Unit 3 – ONLINE MARKETING

Business practice: Internet marketing strategy

Ask the expert: how to make profit with your website

Exam practice: Five ways to create content for your website

CLIL: Swot analysis

Self assessment: the bottom line

Focus on vocabulary and grammar: comparative and superlative adjectives and functions

Written production: writing a generic sales letter; working on specific functions

MODULE 5 ENQUIRIES

Unit 1 – MAKING ENQUIRIES

Business theory: the world of enquiries

Business writing: the layout of written enquiries

Ask the expert: enquiring about services

Unit 2 – Replies to enquiries

Business practice: some tips to boost your business

Business writing: focus on quotations

Ask the expert: twelve golden rules for answering phone enquiries

Focus on vocabulary and grammar: focus on reported speech



CLIL: Defending the consumer's right to enquire about products and services

Written production: writing a generic enquiry; specific functions to be used when enquiring;

Oral production: managing enquiries over the phone

MODULE 6 ORDERS AND COMPLAINTS

Unit 1 – Placing orders

Business practice: introducing orders

Exam practice: placing orders within the EU and saving on your VAT

Business writing: placing an order

Unit 2 – Replying to orders

Business practice: Customers – What they really want – 6 secrets of customer service

Business writing: how to reply to orders

Case study: Christmas gift never arrived

Extras -

percorso cittadinanza e sostenibilità:

open debate (public speaking) on several issues with assessment: introducing environmental sustainability; Food and Agriculture Organisation F.A.O.; Transition movement; Fridays For Future; Greta Thunberg; Recycling.

Speaking: durante il primo quadrimestre, sia con il docente che in presenza del volontario madrelingua, abbiamo dedicato un'ora settimanale al potenziamento della produzione orale attraverso il dibattito aperto (roleplaying a talkshow) su argomenti di attualità quali:
BATTLE OF THE SEXES – In times of war, women still expect men to look after them
BEING OR APPEARING – Are you a fashion victim or a fashion rebel?
SEX 'N DRUG 'N ROCK 'N ROLL – Vice and transgression in today's society.
FRIENDS ARE HARD TO FIND SO BE CAREFUL – Should we trust each other?
GETTING A JOB – First impressions count.

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PROGRAMMA DETTAGLIATO (A DISTANZA)

Unit 3 MAKING COMPLAINTS

Business practice: 7 steps for resolving customer complaints

Business writing: writing a letter of complaint; replying to letters of complaint

Ask the expert: how we deal with complaints

Case study: beware of the provider!

Culture in business: how to be polite and not sound like an alien: 10 golden rules

Focus on vocabulary and grammar: modal verbs

Written production: writing a complaint; writing a reply to a complaint.

Oral production: managing complaints over the phone

Self assessment: the bottom line



Argomenti interdisciplinari sviluppati:

- Post Coronavirus, pandemia globale. Conseguenze politiche, sociali ed economiche. I possibili scenari.
- La nascita e l'evoluzione della U.E. fino all'uscita del Regno Unito (Brexit).
- La crisi economico finanziaria del '900. Uno sguardo globale d'insieme e focus sul Regno Unito (The Great Depression).
- Il commercio e il marketing nell'era globalizzata. Global market e local market a confronto. Resilienza e sostenibilità del mercato internazionale: Fair Trade for a Fairer World.

Il Docente

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(firma autografa sostituita a mezzo stampa)