



PROGRAMMA SVOLTO DAL DOCENTE DISCIPLINARE

ANNO SCOLASTICO:	2019/2020
CLASSE:	5BR
DISCIPLINA:	INGLESE
DOCENTE:	ACERRA MARIA CARMELA
TESTO IN USO:	G. IERACE / P. GRISDALE, DOWN TO BUSINESS, ED. LOESCHER

PROGRAMMA DETTAGLIATO

DIDATTICA IN PRESENZA	<u>INTERNATIONAL MARKETING</u>
	The Marketing Approach
	Writing Sales Letters
	The Marketing Mix: The Four Ps
	Online Marketing
	Swot Analysis
	<u>ENQUIRIES</u>
	The World Of Enquiries
	The Layout Of Written Enquiries
	Replies To Enquiries
	Focus On Quotation
	<u>ORDERS AND COMPLAINTS</u>
	Placing Orders
	How To Place An Order: Structure
	Replying To Orders: Six Secrets Of Customer Service
	How To Reply To Orders: Structure
	Making Complaints: Seven Steps For Resolving Customer Complaints
	Writing A Letter Of Complaint
	Replying To Letters Of Complaint
	Grammar:
	Comparatives and Superlatives
	Reported Speech
	Reading:
	Marketing for Global Companies: <i>Glocalisation</i>



DIDATTICA A DISTANZA

INNOVATIVE TRENDS

The Impact Of Digital Technologies on Business
The Five Components Of Digital Transformation
The Green Economy

INTERNATIONAL TRADE

International Trade (WTO; fair trade, free trade)
Trade restrictions
Balance of trade/Balance of payments
Trade Documents: INCOTERMS
Visible and Invisible trade
Trading blocs

GLOBALISATION

The Globalisation Process
Main Aspects Of Globalisation
Supporters And Critics Of Globalisation
Global Issues

Case Study:

Netflix "A Winning Global Strategy"

THE EUROPEAN UNION

The Origins
The Eu
Institutions Of The Eu
Brexit

TRAINING FOR INVALSI

N.2 Per Ogni Tipologia Di Esercitazioni (Listening, Reading, Language Practice)

Focus on Grammar:

Modal verbs (should/ought to, must, have to)

Readings:

Deregulation and Protectionism
Bric Countries

Il Docente

Maria Carmela Acerra

(firma autografa sostituita a mezzo stampa)