



PROGRAMMA SVOLTO DAL DOCENTE DISCIPLINARE

ANNO SCOLASTICO:	2020/2021
CLASSE:	5BR
DISCIPLINA:	Lingua Inglese
DOCENTE:	Rosa Giovanni
TESTO IN USO:	"Your Business Partner: 21st-Century Skills and Culture"

PROGRAMMA DETTAGLIATO

- What is marketing?
- Market research and segmentation
- SWOT analysis
- The marketing mix
- Advertising
- Online marketing
- Making enquiries
- The layout of written enquiries
- Replies to enquiries
- Focus on quotations
- Fare ordini
- Rispondere agli ordini
- Scrivere una lettera di lamentela
- Job hunting
- Starting professional lives
- Import and export
- Trade documents
- The contract of sale
- Import/Export
- Visible and invisible trade
- The balance of trade and the balance of payments
- Trade restrictions
- Customs procedures
- Il mondo bancario
- Servizi bancari e finanziari
- Le basi della finanza



- Instruments of credit
- E-banking and mobile banking
- Banking safety
- The stock exchange
- Ethical banks
- The globalization process and its leading players
- Main aspects of globalization
- Global strategies, companies and issues
- The role of the 4 Ps in the digital marketing mix
- The importance of social media

Il Docente

Giovanni Rosa

(firma autografa sostituita a mezzo stampa)