



PROGRAMMA SVOLTO DAL DOCENTE DISCIPLINARE

ANNO SCOLASTICO:	2021-2022
CLASSE:	V AR
DISCIPLINA:	INGLESE
DOCENTE:	MAFFIOLI PAOLA
TESTO IN USO:	“YOUR BUSINESS PARTNER” – G. ZANI, A. FERRANTI, A. PHILLIPS – MINERVA SCUOLA (MONDADORI EDUCATION)

PROGRAMMA DETTAGLIATO

UNIT 3 • BUSINESS ORGANISATIONS

- Private and public enterprises p. 203
- Sole traders p. 204
- Partnerships p. 205
- Limited companies p. 206 – Types of limited companies p. 206 – Organisation of a limited company p. 207
- Cooperatives p. 208
- Multinationals p. 209
- How businesses grow p. 210 – Types of business integration p. 210
- Franchising p. 211
- Startups p. 212 – What kind of legal status for a startup? p. 212
- Public enterprises in the UK p. 213 – Government departments p. 213 – Local authority enterprises p. 213 – Public corporations p. 213
- Clarks: a family-owned private limited company p. 214

COMPETENZE DEL 21° SECOLO e COMPETENZE PROFESSIONALI:

CRITICAL THINKING: descrivere un'impresa della propria zona

DIGITAL COMPETENCE: individuare le differenze fra multinazionali e imprese locali, fare ricerche su fusioni commerciali, ricerca su un'impresa pubblica in Gran Bretagna

Employability:

- trovare requisiti necessari per un franchise , scena del film *Jobs*

UNIT 4 • PRINCIPLES OF MARKETING

- The role of marketing p. 221
- Market research p. 222 – Questionnaires p. 222 – Surveys p. 222 – Interviews p. 222 – Field trials p. 222 – Focus groups p. 222
- Market segmentation p. 224 – Age p. 224 – Gender p. 224 – Income p. 224 – Location p. 224 – Lifestyle p. 224
- SWOT analysis p. 225
- The marketing mix p. 226 – Product p. 226 – Price p. 226 – Place p. 226 – Promotion p. 226



- Advertising p. 228 – Advertising campaigns p. 228
- Advertising media p. 229 – Television p. 229 – Radio p. 229 – Printed media p. 229 – Websites p. 229 – Social media p. 229
- Design thinking: what is it? p. 230
- Doritos' 'Crash the Super Bowl'
- **Case study:** comprendere le ragioni del successo della campagna della Coca-Cola basata sui social media

UNIT 5 • DIGITAL AND SOCIAL MEDIA MARKETING

- Why digital marketing? p. 239
- The new 'empowered consumer' p. 240
- The role of the 4 Ps in the digital marketing mix p. 242 – Product p. 242 – Price p. 242 – Place p. 242 – Promotion p. 243
- The importance of social media p. 244
- Social media marketing and influencers p. 245 – Types of influencers p. 245
- The 'Share a Coke' campaign p. 246

UNIT 6 • BANKING AND FINANCE

- Ethical banks p. 264 – Principles of ethical banks p. 264

UNIT 8 • GLOBALISATION

- The globalisation process p. 289
- Main aspects of globalisation p. 292
- Leading players in globalisation p. 290
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- Supporters and critics of globalisation p. 294
- Global strategies and global companies p. 295
- Outsourcing and offshoring p. 296
- Developing a global mindset p. 298
- Global issues p. 299

Condivisione dispense in didattica e analisi dei seguenti articoli:

The Coca Cola Company (Multinational), Startups, Marketing mix, What is a multinational company, An iPhone, What is a cooperative, Marketing: Key Takeaways, 8 highly successful advertising campaigns, The Importance Of Social Currency, History is brutally back, Could Ukraine war help end west...., Cities of the future

Il Docente

PAOLA MAFFIOLI

(firma autografa sostituita a mezzo stampa)