

**I.T.E.S. "L. DA VINCI" S. Maria C. V. (CE)**

PROGRAMMA DI LINGUA E CULTURA INGLESE CLASSE V B A.F.M.

A.S. 2022/2023

DOCENTE: Prof.ssa ANGELA MORRONE

Libro di testo: **Your business partner 21st- Century Skills and Culture** di G. Zani, A. Ferranti, A. Phillips  
ed. Minerva Scuola

➤ **Principles of marketing**

- *The role of marketing*
- *Market research.*
- *Market segmentation*
- *SWOT analysis*
- *The marketing mix*
- *Advertising*
- *Advertising media*
- *Why digital marketing?*

➤ **Banking and finance**

- *Bank services*
- *ATMs, debit and credit cards*
- *E-banking and mobile banking*
- *Banking safety- Reporting fraud*

➤ **Globalisation**

- *The globalisation process*
- *Main aspects of globalisation*
- *Supporters and critics of globalisation*

➤ **The European Union**

- *The origins: The EEC*
- *The EU*
- *How the EU is organised- The European Parliament- The Council of the European Union- The European Commission*

➤ **Social and political institutions**

- *The UK system of government*

- *The separation of powers*
- *The UK parliament*
- *The Crown*
- *The Government*
- *Political parties*

➤ **The 20th century and the new millennium**

- *The Great War*
- *Britain in the 1920s and 1930s*
- *The Second World War*
- *Brexit*

➤ **Educazione civica: “I principi fondamentali della Costituzione Italiana. Organizzazione dello Stato e dell’Unione Europea”**

Approfondimento dei seguenti argomenti:

- *The origins: The EEC*
- *The EU*
- *How the EU is organised -The European Parliament- The Council of the European Union- The European Commission*

*La Docente*

*Prof.ssa Angela Morrone*