

ITES “ Leonardo da Vinci”

Programma di Lingua Inglese

Classe 5 E indirizzo SIA

BUSINESS THEORY

MARKETING AND ADVERTISING

The role of Marketing, Marketing Mix, Digital Marketing Mix, Market research; Market segmentation; The SWOT analysis. Green Marketing. Advertising, Advertising campaigns, Advertising media.

BANKING AND FINANCE

Bank services; E-banking; ATMs, debit and credit cards; Instruments of credit;. Banking safety. Reporting fraud. The British banking System. The Stock Exchange. Ethical banks and its principles.

GLOBALISATION

The Globalization process; Main aspects of Globalization; Supporters and critics

CULTURE

THE EUROPEAN UNION

Ed. Civica

A brief history of European integration. How the EU is organized. The European parliament, The Council of the European Union, The European Commission. The Brexit

SOCIAL AND POLITICAL INSTITUTIONS

The UK system of government; The separation of powers; The UK parliament; The Crown; The Government and political parties.

THE 20th CENTURY AND THE NEW MILLENIUM

The Great War; Britain in the 1920s and’30s; The Second World War. The Cold War. The Dystopian Novel: G. Orwell: “Nineteen-eightyfour”e “Animal farm”

IL DOCENTE
Prof.ssa Rosaria Strippoli