

Istituto d'Istruzione Superiore "Michelangelo Buonarroti" – GUSPINI

A.S. 2022/23

Programma svolto di Lingua Inglese

Docente: Prof.ssa Valentina Mura

Classe: 3<sup>L</sup>

Libro di Testo: A. Smith, *Best Performance Premium, Business, Marketing & Finance*, ELI.

Contenuti:

Grammar

- Present Simple
- Present Continuous
- Past Simple
- Present Perfect
- Past Continuous
- Future
- Conditionals

Topics

- The production process
- Needs and wants
- Factors of production
- Sectors of production
- Commerce and trade
- Supply chain
- Distribution chain
- E-commerce
- Green economy
- Fair trade
- Business letter
- Faxes and electronic faxes
- Face-to-face communication
- Types of economic system
- Sole traders
- Partnership
- Limited liability companies

- Cooperatives
- Franchises
- Multinationals
- Micro-multinationals
- Customers and customer care
- Marketing segmentation
- Marketing mix
- Product life cycle
- Market research
- Digital marketing
- The history of advertising
- The purpose of advertising
- Effective advertising
- Advertising media: TV, radio, press, social media, outdoor
- Features of an advert: logo, slogan, brand and image
- Product placement
- Sponsorship
- Trade fairs

Guspini, 31/05/2023

La docente

Valentina Mura

Gli studenti

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