

ISTITUTO TECNICO ECONOMICO "WALTHER"

PROGRAMMA DI INGLESE

ANNO SCOLASTICO 2016/2017

CLASSE V A

LIBRO DI TESTO: Heather Bedell, Carla Rho Fiorina, Denis Delaney, Anna Bellini, Katy Miller, *Good Practice in Business*, Ed. G. Principato SpA

BUSINESS AND LEGAL FILES

Chapter 1 THE ECONOMY

- What is the economy?
- The stock exchange
- The production and consumption cycle
- Product identification and protection
- Price, supply and demand
- Channels of distribution

Chapter 2 MARKETING

- What marketing is about
- Market research
- The marketing mix
- Advertising media

Chapter 3 WAYS OF ORGANISING BUSINESS

- Companies
- Companies on the web

Chapter 4 IMPORT – EXPORT A GENERAL OVERVIEW

- International trade
- Trade restrictions and distortion

- International organizations for global trade
- Globalisation

CULTURE FILES

Chapter 4 FROM EUROPE TO THE GLOBAL VILLAGE

- The European Union: From EC to EU; The institutional triangle
- The Global village: What is globalisation; Globalisation

DISPENSE

- The Business Plan
- Market segmentation
- Marketing Strategy
- Target Marketing Strategy
- Advertising language
- Advertising – What is all about?
- How do adverts work?

la docente

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