

ISTITUTO D'ISTRUZIONE SUPERIORE STATALE "CESARE BATTISTI"
VIA DEI LAURI 1
00049 VELLETRI (RM)

PROGRAMMA FINALE

DOCENTE	Prof.ssa Daniela Santangeli
ANNO SCOLASTICO	2021-2022
CLASSE	3A afm
INDIRIZZO	Amministrazione, finanza e marketing
DISCIPLINA	Inglese
ASSE CULTURALE	Linguistico

Grammar revision

- Present Simple vs Present Continuous (positive, negative, questions and short answers)
- Present Continuous for future arrangements
- Simple Past
- Comparative and Superlative adjectives
- (Will and Be going to)
- Present Perfect
- Present Perfect vs Simple Past
- The use of "ever" and "never" / "For" and "Since"

Globalisation

- What is globalisation?
- A digital world
- Global trade
- Global companies
- Multinationals relocation

Responsible business

- A fragile world
- Renewable energy
- Recycling
- Green business
- Fair trade
- Ethical banking

Technology

- E-commerce
- Technology in the workplace
- Technopoles
- IT (Information technology)

(Companion book) Marketing and advertising

- The evolution of the marketing mix: the 3Ps (People, Process and Physical evidence)
- The 4Cs

Marketing

- Situation analysis: market research (The research field vs the desk field)
- The marketing mix
- The 4Ps: Product, Price, Place, Promotion.
- Marketing services
- Digital marketing
- Advertising
- The Imperative

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