

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	5A 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)
- The four types of conditionals (zero, first, second and third)
- Present Perfect
- Present Perfect vs Simple Past
- The use of "ever" and "never" / "For" and "Since"

Cultural context - English in the world today

- The history of English
- The spread of English
- English around the world
- English at work and play
- What is Globish?

Globalisation

- What is globalisation?
- A digital world
- Global companies
- Multinationals relocations

Responsible business

- A fragile world
- Renewable energy
- Recycling
- Green business

(Companion book) Marketing and advertising

- The evolution of the marketing mix: The addition of the 3Ps (People, Process and Physical evidence)
- The 4 Cs: Customer value, Cost, Convenience and Communication
- The difference of m-marketing

Technology

- Technology and the workplace
- Smart working
- E-Commerce and E-Commerce in Italy
- IT - Information Technology
- Technopoles

Marketing

- Situation analysis: market research
- The marketing mix: the 4Ps (Product, Price, Place and Promotion)
- Marketing services
- Digital marketing
- Advertising

Business communication

- Job searching
- The CV
- Applying for a job / Letter plan and phraseology

- Job interviews
- Interview strategies

English speaking countries

- Milestones in South African history
- The introduction of apartheid system
- The end of the apartheid

Political Systems

- A parliamentary system: the UK
- A presidential system: the USA
- The main EU institutions