

I.T.E.T. "G.CARUSO"
PROGRAMMA SVOLTO
LINGUA INGLESE
CLASSE V A SIA
a.s. 2020/2021

Libro di testo: F.Bentini, B.Bettinelli, K. O'Malley, "Business Expert"- Pearson Longman
Docente: E.Palmeri

"The market and marketing"

- What is marketing
- Market segmentation; the market map
- Market research
- E- marketing, advantages and disadvantages
- SWOT analysis
- The Marketing Mix:
 - Product,
 - Price,
 - Place
 - Promotion

"The UK and US political institutions"

- The UK system of government and separation of powers
- The Monarch
- the UK Parliament
- The UK government and political parties
- The Supreme Court
- Brexit (cenni)
- The US system of Government
- The American President and the executive body
- The Congress
- The Supreme Court
- US political parties

"The Stock Exchange"

- The Stock Exchange
- Bulls and bears
- LSE – London Stock Exchange
- NYSE
- The Wall Street Crash
- The New Deal

“Information technology”

- It networks
- The internet and the WorldWideWeb
- HTML language
- Artificial intelligence (cenni)

Ed. Civica:

- Digital security: how to recognise social media influence on our choices.
- Digital security: digital data protection when doing business on line;
- Workers' rights: work in the new digital era (cenni)

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