



Istituto Tecnico Economico Tecnologico
GIROLAMO CARUSO

Settore Economico

- AMMINISTRAZIONE FINANZA E MARKETING (AFM)
- SISTEMI INFORMATIVI AZIENDALI (SIA)
- RELAZIONI INTERNAZIONALI PER IL MARKETING (RIM)

Settore Tecnologico

- ELETTRONICA ED ELETTROTECNICA (EE)
- COSTRUZIONI AMBIENTE E TERRITORIO (CAT)
- AGRARIA, AGROALIMENTARE E AGROINDUSTRIA (AAA)

Settore Tecnologico

- INFORMATICA E TELECOMUNICAZIONI (IT)
- INFORMATICA E TELECOMUNICAZIONI SERALE (IT serale)

Via J. F. Kennedy n. 2 - 91011 ALCAMO (TP) - C.F.: 80003680818 - C.U.: UFCB1B - **cod. mecc. TPTD02000X**
Tel. 0924507600 - www.gcaruso.edu.it - email: TPTD02000X@istruzione.it - P.E.C.: TPTD02000X@pec.istruzione.it

Programma svolto di Lingua e Cultura inglese

Anno scolastico 2022/23

Classe: VB SIA

Docente: Giuseppe Ferrantelli

Libro di testo: *Business Expert*, F. Bettini, B. Bettinelli, K. O'Malley, Pearson Ed.

Titolo	Contenuti
<p>UdA 1:</p> <p>Come and visit our EU countries!</p>	<p>THE EUROPEAN UNION</p> <ul style="list-style-type: none"> - The steps to the creation of the European Union and its evolution over the decades: a brief timeline (from the 1950s to the 2010s) - Principles, values, symbols on which the EU is founded. - The EU main institutions, their composition and role: <ul style="list-style-type: none"> • European Council • Council of the European Union • European Commission • Court of Justice of the European Union • European Central Bank • European Court of Auditors - How to join the Eurozone and the convergence criteria <p>THE UK POLITICAL SYSTEM</p> <p>The British main institutions, their composition and role.</p> <ul style="list-style-type: none"> - Monarch - Parliament - Prime Minister and Government - Supreme Court <p>THE USA POLITICAL SYSTEM</p> <p>The US main institutions, their composition and role.</p> <ul style="list-style-type: none"> - President - Congress

	<p>- Supreme Court</p> <p>DIFFERENCES AND SIMILARITIES BETWEEN THE TWO POLITICAL SYSTEMS</p> <p>At the end of the learning unit, students created a tourism brochure on a EU member state.</p>
<p>UdA 2:</p> <p>Modern businesses in a rapidly changing world</p>	<p>THE MARKET AND MARKETING</p> <ul style="list-style-type: none"> - What marketing is - Market segmentation - Market mapping - Market research - What data is - Qualitative and quantitative data - Primary and secondary sources of data - E-marketing - Advantages and disadvantages of E-marketing - E-marketing vs. Conventional marketing - SWOT analysis <p>THE MARKETING MIX</p> <p>The Four Ps:</p> <ul style="list-style-type: none"> • Product (Branding, brand name, brand image, unique selling point, logos, packaging, label). • Price and pricing strategies • Place and distribution channels • Promotion and advertising <p>THE INTERNET</p> <p>A brief history of the Internet</p> <p>IT NETWORKS</p> <ul style="list-style-type: none"> - Personal area network - Local area network (also WLAN) - Metropolitan area network - Wide area network - Campus network - Content delivery network - Virtual private network

Alcamo, 10/06/2023

Firma studenti _____

Firma del docente _____
