

ANNO SCOLASTICO 2024-2025

INDIRIZZO: Amministrazione Finanza e Marketing

CLASSE: V A

MATERIA: Lingua Inglese

Modulo 1	Contenuti
Globalization	<ul style="list-style-type: none"> <li>✓ What is globalization?</li> <li>✓ A digital world</li> <li>✓ Global Trade</li> <li>✓ Global Companies</li> <li>✓ Multinationals relocation</li> </ul>

Modulo 2	Contenuti
marketing	<ul style="list-style-type: none"> <li>✓ the marketing concept</li> <li>✓ market research</li> <li>✓ the marketing strategy</li> <li>✓ the marketing mix</li> <li>✓ digital marketing</li> <li>✓ G.Orwell, 1984 (extracts)</li> </ul>

Modulo 3	Contenuti
Responsible Business	<ul style="list-style-type: none"> <li>✓ A fragile world</li> <li>✓ Global warming</li> <li>✓ Renewable energy (project)</li> <li>✓ Recycling</li> <li>✓ Green Business</li> <li>✓ Fair trade</li> <li>✓ Ethical banking</li> <li>✓ James Joyce The Dubliners</li> </ul>

Modulo 4	Contenuti
Global Issues	<ul style="list-style-type: none"> <li>✓ Inequalities: poverty</li> <li>✓ Fighting Inequalities and Discrimination</li> <li>✓ Fighting Poverty: microcredit</li> <li>✓ Deindustrialisation</li> <li>✓ Emerging markets</li> </ul>

Modulo 5	Contenuti
The Financial World	<ul style="list-style-type: none"> <li>✓ Banking</li> <li>✓ Central Banks</li> <li>✓ E-banking</li> <li>✓ The Stock Exchange</li> <li>✓ Stock Indexes</li> <li>✓ The financial system and its products</li> </ul>

Modulo 6	Contenuti
Advertising	<ul style="list-style-type: none"> <li>✓ types of advertising</li> <li>✓ advertising media</li> <li>✓ digital advertising</li> <li>✓ sponsorship</li> <li>✓ control over advertising</li> <li>✓ analyzing adverts: the AIDA model</li> </ul>

Modulo 7	Contenuti
Civic Education	<ul style="list-style-type: none"> <li>✓ Gender inequalities</li> <li>✓ income inequalities</li> <li>✓ environment</li> </ul>

Libro di testo in adozione:

CUMINO, BOWEN, Think business plus, a global perspective to business studies,  
PETRINI

Fotocopie/slides per autori di letteratura

Milano, 24/10/ 2024

Prof.ssa Maddalena Maturo Panetta