INDIRIZZO: Amministrazione Finanza e Marketing

CLASSE: IV

MATERIA: Lingua Inglese

Sviluppi linguistici

Modulo 1	Contenuti
Frasi ipotetiche	✔ 0 conditionals ✔ 1st conditionals ✔ 2nd conditionals ✔ 3rd conditionals ✔ mixed conditionals

Modulo 2	Contenuti
Passivo	✔ passivo ✔ have something done ✔ pronomi riflessivi e reciproci

Modulo 3	Contenuti
Discorso indiretto	✔ frasi affermative ✔ frasi negative ✔ frasi interrogative ✔ reporting verbs

Contenuti cognitivi di indirizzo

Modulo 1	Contenuti
Enquiring	✔ Foreign trade terms ✔ Sales contract ✔ Incoterms ✔ Risk assessment: Methods of payment ✔ Open account ✔ Bank transfer ✔ Clean bill collection ✔ Documentary collection ✔ Documentary letter of credit ✔ Payment in advance ✔ Telephone enquiries

Modulo 2	Contenuti
Ordering	✔ International trade documents ✔ Invoicing ✔ Customs procedures ✔ Placing an order ✔ Replying to and modifying an order ✔ Cancellation of orders

Modulo 3	Contenuti
Delivering goods	✔ Logistics ✔ Transport ✔ Insurance ✔ Transport modes ✔ Payment ✔ Giving extra information

Modulo 4	Contenuti
Complaints	✔ Complaining ✔ Complaints and adjustments ✔ Complaints on the phone

Modulo 5	Contenuti
Marketing	✔ Marketing ✔ Situation analysis: market research ✔ The marketing mix ✔ Marketing Services ✔ Taking part in market research ✔ The evolution of the marketing mix ✔ The 4 Cs ✔ Branding and packaging ✔ Digital Marketing ✔ Web marketing ✔ The difference of m-marketing ✔ Advertising ✔ Advertising Through the ages

Modulo 6	Contenuti
Cultural context: The USA: geography and history	✔ The USA ✔ America, a nation of immigrants ✔ The USA, a pluralist society

	✔ New York ✔ Milestones in American history ✔ Slavery ✔ The US economy

Modulo 7	Contenuti
Civic Education	✔ A presidential system: the USA ✔ Slavery around the world ✔ Apartheid ✔ Non-discrimination and equality ✔ 12 Years A Slave (film)

Libri di testo in adozione:

CUMINO – BOWEN, Business Plan Plus A closer look at business studies and the global economy, PETRINI