

ISTITUTO SCOLASTICO PARITARIO SANDRO PERTINI MONTORO (AV)

PROGRAMMA DI LINGUA INGLESE

INDIRIZZO: AFM

CLASSE: 4 A

## Modulo 1

### BUSINESS ORGANISATIONS

**Types of economic systems:** Planned economy, Free market economy, Mixed economy;

**Private sector:** Sole traders, Partnerships, Limited liability companies, Cooperatives, Franchises, Multinationals, Micro-multinationals, Crowdsourcing, Types of company integration, Organisation chart, Non-profits organisations and charities, Mission statements;

**Public Sector:** Public enterprises;

**Job applications:** Looking for a job; Recruitment ads; How to write a covering letter;

**Vocabulary:** Describing job responsibilities; Collocations with job;

**Grammar:** Present continuous; The future; First conditional.

## Modulo 2

### MARKETING AND ADVERTISING

**Marketing:** The role of marketing, Market segmentation, The marketing mix, The extended marketing mix; SWOT analysis, Product life cycle, Market research, Digital marketing, Unsolicited offers;

**Advertising:** The purpose of advertising, Effective advertising, The history of advertising, Advertising media;

**Promotion:** Product placement and sponsorship, Trade fairs;

**Promotional correspondence:** Unsolicited letters, emails and phone calls, Circular letters;

**Analysing adverts:** Features of an advert;

**Vocabulary:** Verbs for marketing/advertising purposes;

**Grammar:** Modal verbs; Comparatives; Superlatives.

## Modulo 3

### INTERNATIONAL TRADE

**The global market:** Importing and exporting, Economic indicators, Protectionism, Customs;

**Trading procedures:** Trading within the EU, Trading outside the EU, Sales contract terms, Incoterms;

**Trade organisations:** Trading blocs, International trade organisations;

**Enquiries:** written enquiries, Telephone enquiries;

**Replies to enquiries:** Written and oral replies;

**Vocabulary:** Collocations with trade;

**Grammar:** Past simple vs Past continuous; Past simple passive; Present perfect simple.

## Modulo 4

## **UK VS USA**

**Geography:** The UK quick facts, Geography of the UK, The USA quick facts, Geography of the USA, Climate in the UK, Climate in the USA;

**History:** A brief history of the UK, The Industrial Revolution and the Victorian period, The British Empire, Key moments in the 20th and 21st centuries.

## **Modulo 5**

### **UK VS USA**

**History:** A brief history of the USA, Mass production, The Great depression, Key moments in the 20th century, Key moments in the 20th and 21st centuries.

**Society and Identity:** UK population and identity, US population and identity, Education the UK, Education in the USA, UK and US media, British English vs American English.