

Programma Lingua Inglese – Classe 5ASIS (corsi SIA e SPORTIVO)

a.s. 2025/26



MODULO	CONTENUTI	SUPPORTI DIDATTICI
Grammar Revision	- Verb tenses - Auxiliary verbs - Modal verbs - Irregular verbs - Conditional forms - Passive forms	Dispense docente
Business Communication	- Enquiries - Offers - Orders - Complaints - Reminders	Dispense docente
Marketing	- The marketing concept - Market research - STP (Segmentation – Targeting – Positioning) - The marketing mix: 7 Ps' - SWOT Analysis - Advertising Media - Sponsorship	Video lesson https://youtu.be/movwls8nAYs Libro di testo: <i>Business Today</i> (DeA) pages 92-93 the Marketing Concept page 94 Market Research page 96 the Marketing Strategy pages 98-99 the Marketing Mix pages 102-103 Branding page 105 Pricing pages 122-123 Advertising Media page 126 Sponsorship page 127 Sustainability
Digital Marketing & Advertising	- Digital advertising	Video lesson https://youtu.be/dx34CDAfhc8 Libro di testo: <i>Business Today</i> (DeA) Pages 106-107 Digital Marketing Pages 124-125 Digital Advertising

MODULO	CONTENUTI	SUPPORTI DIDATTICI
Logistics	- Transport modes: road, rail, air, water, pipeline - Containers - Freight forwarder - Transport documents	Video lesson https://youtu.be/PyHzA8On IE
Banking & Finance	-Microeconomics and macroeconomics - The economic cycle - Inflation vs deflation - Government policies - Banking and online banking - The stock market - Insurance	Dispense docente
Payment Methods	- Cash - Credit card - Cheque - Bank transfer - Open account - Bill of exchange - Documentary collection - Letter of credit - Payment in advance	Video Lesson https://youtu.be/Qiol-nPhH E
The UK and the USA	- National identity symbols - Geography and population - Education systems - Historical background - Economy	Dispense docente
British, American and Italian political systems	-Form of Government -Constitution -Head of State -Branches of the Government	Dispense docente
The EU and Brexit	- EU member states - EU history - The Flag - The Anthem - Free Movement - The Institutions	Dispense docente

MODULO	CONTENUTI	SUPPORTI DIDATTICI
Globalisation	- What is Globalization? - IMF, WTO, World Bank - Pros & Cons - Sustainability - Agenda 2030 - BRICS	Dispense docente
Dystopian Literature	- Dystopia as a genre - George Orwell: <i>1984</i> (themes, symbols, plot, context)	Dispense docente
Technology & ICT	- The Internet and IT - E-commerce - Data security and protection - Cybercrime - Technopoles - Silicon Valley - Apple and Steve Jobs	Dispense docente

Nota

Lo studio dei Political Systems (British, American and Italian Political Systems) rientra nelle attività di Educazione Civica, contribuendo allo sviluppo delle competenze di cittadinanza, alla comprensione dei principi costituzionali e al confronto tra diversi modelli democratici.

Prof.ssa Katia Failli

