

PROGRAMMA DI INGLESE
CLASSE V DS A.S. 2025-2026
PROF.SSA ISABELLA FERRI

TYPES OF BUSINESS

Business structures: sole traders, cooperatives, partnerships, limited companies, franchising, start-ups, multinationals. Characteristics, advantages and disadvantages

MARKETING

The marketing concept

Market research

The marketing strategy (STP)

The marketing mix

Branding

Pricing

Digital marketing

ADVERTISING

Advertising structure and aims

Types of advertising

Advertising media

Digital advertising

Sponsorship (Green Skills)

Regulating advertising

LOGISTICS & INSURANCE (non ancora svolto al 9 maggio)

Logistics

Transport

Modes of transport

Insurance

International trade documents

Testi in adozione:

- P. Bowen, M. Cumino, *Business today. Global competences for the world of work*, Dea Scuola Petrini.
- C. Leonard, M. Lacey Freeman, *New Identity vol. 3*, Oxford.

Risorse digitali per la preparazione alla prova Invalsi.

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