

PROGRAMMA SVOLTO – LINGUA INGLESE

CLASSE 5 ES

ANNO SCOLASTICO 2025-2026

DOCENTE: FRANCESCA GAMURRINI

BUSINESS THEORY section

- Marketing (Unit 4)

- The marketing concept
- The 4 stages of marketing
- Market research
- SWOT analysis (*dispensa docente*)
- Marketing strategy (STP)
- The marketing mix (4Ps to 7Ps)
- Digital marketing (*solo pag. 106*)

- Advertising (Unit 5)

- Advertising structure and aims
- Informative vs. persuasive advertising
- Advertising media (*solo pag. 122*)

- Trade and Commerce (Unit 6)

- Home trade
- International trade
- E-commerce (*solo pag. 148*)
- Protectionism, free trade, trade alliances (*dispensa docente*)
- Trade sanctions

- Logistics (Unit 7)

- Inbound / outbound / reverse logistics
- Logistics processes
- Logistics 4.0
- Transport
- Modes of transport
- Customs procedures (*solo pag. 172*)
- Incoterms

- **Banking and Finance (Unit 8)**

- History of banking (*dispensa docente*)
- Commercial banks
- Banking services (*dispensa docente*)
- Sources of finance
- Ethical banking
- Microcredit and Muhammad Yunus
- Online banking (*pag. 194 + dispensa docente*)
- Central banks (*pag. 202 + dispensa docente*)
- The bank statement (*dispensa docente*)
- The stock exchange and financial securities (*dispensa docente*)
- Stock indexes

CULTURE section

- Globalization: definition, earlier historical instances, upsides/downsides
- The spread of English around the world: a timeline
- The dominant role of English in modern times
(*tutto su dispensa docente*)

- **The United Kingdom (Unit 1)**

- Geographical features
- The UK economy
- Foreign trade
- The impact of Brexit (*pag. 366-367 + dispensa docente*)
- Natural resources
- Manufacturing
- Services
- The UK political system (ed. civica)
- Branches of government (ed. civica) (*dispensa docente*)

- **The United States of America (Unit 2)**

- Geographical features
- The US economy
- Foreign trade
- Natural resources
- Manufacturing
- Services
- The US political system (ed. civica)
- Branches of government (ed. civica) (*dispensa docente*)

- **The European Union (Unit 4)**

- History of the EU (*pag. 436-437 + dispensa docente*)
- Economic vs. political vs. monetary union
- Main EU institutions (ed. civica)

Preparazione alle prove INVALSI (reading / listening)