

Programma di Lingua e cultura inglese

Classe: VBM SIA

Docente: Maria Dimartino

A.S.2025-2026

Libro di testo: Bowen P Cumino M Autori Vari Business Today + Ebook Volume + Ebook Petrini

TITOLO U.d.A. 1: MARKETING AND ADVERTISING

The role of marketing
Marketing segmentation
The marketing mix
Market research
Digital marketing
The purpose of advertising
Effective advertising
Advertising media

TITOLO U.d.A.2: INTERNATIONAL TRADE

The global marketing: importing and exporting
Economic indicators
Protectionism
Embargoes
Trading within the EU

TITOLO U.d.A.3: TRANSPORT AND INSURANCE

Types of transport
Transport by land
Transport by water
Transport by air
What is Insurance?
Business Insurance

TITOLO U.d.A. 4: BANKING AND FINANCE

Banking systems
Microcredit
Central banks
The bank of England
European Central Bank
E-banking – Internet banking
Mobile banking
Stock exchange

TITOLO U.d.A.5: GLOBALISATION

Aspects of globalization.
Advantages and disadvantages of globalization.
Economic globalization.
Global sustainability.

TITOLO U.d.A.6: INSTITUTIONS (Modulo di Educazione Civica)

The UK political system.
The UK Government.
Political parties.
The European Union.

Ragusa, 05/06/2026

L'insegnante

Gli alunni
