

PROGRAMMA SVOLTO A.S. 2016/17

CLASSE 5^AFMS

MATERIA: LINGUA E CIVILTÀ INGLESE

DOCENTE Claudia Concato

Testo: Margherita Cumino - Philippa Bowen, **Business Globe**, ed. Pettrini

Business theory

Marketing basics: kinds of markets, the role of marketing, market segments, market research, marketing mix and the four Ps.

Internet marketing (online marketing) e Mobile marketing, marketing research questionnaires.

Business transactions: foreign trade terms, sales terms, Incoterms, payment in foreign trade.

Business correspondence

Enquiring, enquiries, replies to enquiries, telephone replies.

Ordering: the invoice, trade within and outside the EU, placing an order, ordering on the phone, replies to orders, modification or cancellation of orders.

Cultural context

The European union: a timeline of the EU, the euro, the main EU institutions

Vicenza, 7 Giugno 2017

L'insegnante

Gli studenti
