

a.s. 2017/2018

PROGRAMMA DI LINGUA INGLESE

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-How to report a school placement – work experience (oral report)

GLOBAL ISSUES

Globalisation

-What is globalisation?

(Key factors which have influenced economic Globalisation)

-A digital world

The world wide web

The digital divide

-reading: 'The internet has redesigned the world'

-Global trade

- Three key institutions: The World Bank; The International Monetary Fund; The World Trade Organisation.

-Global companies

-Multinational relocation:

- Offshoring
- Outsourcing

Reading (article): Call centres are moving to Bulgaria.

THE COMPANIES INTERNAL ORGANISATION

Company departments

Company jobs

Describing Hierarchy

Describing responsibility (vocabulary and structures)

Describing a company organisational chart.

-*Strategical human resources management (Companion book)*

- *Getting a job in business administration (Companion book)*

Job searching

- the curriculum vitae

Applying for a job

- letter plan and phraseology

Global issues

Technology and the workplace

Reading: Smart working



MARKETING

- The marketing concept and the marketing process
- Situation analysis: market research
Taking part in market research

- *Consumer panels*
- *Focus groups*

- Marketing strategy: STP
- The Marketing mix

From the companion book:

- *The evolution of the Marketing mix.*
- *The 4 Cs*
- *Branding and packaging*
- *Marketing and Advertising*

- Reading: Controversial advertising – case study: United Colors of Benetton.*
- Case study: Psychology of an apple fanatic

Advertising

- Advertising media

CULTURAL CONTEXT

The USA: some historical hints

- American Industrial Revolution
- Slavery in the USA
- The Roaring Twenties
- The Wall Street Crash
- The Great Depression in The USA and Europe
- J. M. Keynes (companion book)
- The New Deal
- Late 20th century
- The new Millenium.

Perugia, 3 maggio 2018

GLI ALUNNI

IL DOCENTE

