



a.s. 2017/2018

## PROGRAMMA DI LINGUA E CIVILTÀ INGLESE

**Docente: Maria Rita Angelucci**

**Dal testo in adozione: Business Plan:**

### **Globalisation**

What's Globalisation?

Global Trade

The World Bank, The international Monetary Fund (IMF),

The World trade Organization (WTO)

Global Companies, advantages/disadvantages

Multinationals relocation: Offshoring, Outsourcing

### **Da Business Plan Companion Book**

The main sources of statistical and economic information

### **Technology:**

Technology and the workplace

### **Global Issues:**

Inequalities: poverty

Millennium development goals (MDGs)

UN Human Development Index (HDI)

Ricerche, Internet/ approfondimenti: Robert Kennedy's GDP speech  
GDP (Gross Domestic Product) vs GNH (Gross National Happiness)

### **Deindustrialisation**

### **Marketing**

The marketing concept, the marketing process,

Market research, methods of market research,

marketing strategy: STP: segmentation, targeting, positioning,

The marketing mix

Marketing services

Digital marketing

### **Advertising**

Advertising Media

Taking part in market research: consumer panels, focus groups,

Reading/ writing adverts

Business language: the imperative, adjectives

Ricerche, Internet/ approfondimenti: Control over Advertising: EASA: European

Advertising Standards Alliance.



**da Business Plan Companion Book**

The evolution of the marketing mix

The 4 Cs: Customer Value, Cost, Convenience, Communication

Controversial Advertising: Case Study: United Colors of Benetton

**VIDEO:**

A marketing meeting

Psychology of an Apple fanatic

Heinz and Packaging

Scent marketing

**Cultural content:**

**The UK: Historic outline of British Democracy: the development of British Parliament**

The Magna Charta

The Model Parliament

The Renaissance; Henry VIII; Elisabeth I;

The Protestant Reformation in Europe

The Stuarts; The Civil War;

The Puritan Republic, O. Cromwell;

The Glorious Revolution; The Bill of Rights;

The XIX century: The Victorian Age, Reform Bills: extension of voting right;

The XX century: Reforms in the House of Lords.

**Link : Houses of history**

[http://assets.parliament.uk/education/houses-of-history/main.html?theme=journey\\_to\\_democracy#](http://assets.parliament.uk/education/houses-of-history/main.html?theme=journey_to_democracy#)

The British Constitution;

The British parliamentary system

**The USA: Historic outline of US Democracy**

The American Revolution;

The Declaration of Independence;

The Constitution of the United States of America;

The Bill of Rights;

Slavery, the slave trade.

The presidential system of the USA.

Perugia, 15 maggio 2018

GLI ALUNNI

IL DOCENTE

