

ISTITUTO SALESIANO “DON BOSCO”

*Villa Ranchibile*

Via Libertà, 199 – 90143 – PALERMO

**ISTITUTO TECNICO ECONOMICO**

ad indirizzo **Amministrazione-Finanza-Marketing**

Anno scolastico 2020/2021

**PROGRAMMA DI INGLESE**

Svolto nella classe IV sez.A

Docente: Prof.Dazzi Giuseppina

Testo: Bentini, Bettinelli, O'Malley- **Business Expert** - 2019- Pearson

Contenuti :

1. BANKING AND FINANCE
2. THE BANKING SYSTEM
3. BANKING SERVICES
4. INTERNET BANKING
5. MARKET AND MARKETING
6. TARGETED MARKETING
7. MARKET MAP
8. MARKET RESEARCH
9. E- MARKETING, ADVANTAGES AND DISADVANTAGES
10. MARKETING AND MARKET SEGMENTATION
11. THE MARKETING MIX
12. THE FOUR PS- PRODUCT, PACKAGING, PRICE, PLACE
13. PROMOTION, ADVERTISING
14. THE EUROPEAN UNION
15. BUILDING EUROPE
16. EUROPEAN TREATIES
17. WHO'S WHO IN THE EUROPEAN UNION
18. EUROPEAN INSTITUTIONS
19. WHAT DOES EUROPE DO FOR YOU?
20. EUROPEAN UNION, ECONOMIC AND MONETARY POLICY
21. EUROPE, ADVANTAGES AND DISADVANTAGES
22. GLOBALISATION, ADVANTAGES AND DISADVANTAGES

Palermo: data

Gli Studenti

Il Docente  
Prof. ....