



PIO XII

RMTD545007 *Amministrazione Finanza e Marketing – Sistemi Informativi Aziendali*
RMTL395001 *Costruzioni, Ambiente e territorio*
RMPSVP500H *Liceo Scientifico opzione Scienze Applicate*

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PROGRAMMA DIDATTICO ANNUALE

Anno Scolastico 2018/2019

MATERIA	INGLESE
CLASSE	IV A
INDIRIZZO	AFM
DOCENTE	FUSCO FABIANA

LIBRO DI TESTO	GLOBAL BUSINESS -ROGGI, CROSSWAYS - ED.TREVISINI
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MODULO N. 1	Contenuti cognitivi U.D.
Grammar revision	UD 1 Present tenses UD 2 Past tenses UD 3 Future tenses

MODULO N. 2	Contenuti cognitivi U.D.
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B u s i n e s s organizations	U.D. 1 Sole traders U.D. 2 Partnerships U.D. 3 Limited Companies U.D. 4 Multinationals
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MODULO N. 3	Contenuti cognitivi U.D.
Marketing and Advertising	UD 1 What does the customer want to buy? UD 2 The marketing mix UD 3 Market research UD 4 The life of a product UD 5 Branding UD 6 Packaging UD 7 Pricing UD 8 Distribution UD 9 Advertising UD 10 Selling and sales promotion UD 11 Protecting the customer UD 12 The curriculum Vitae

MODULO N. 4	Contenuti cognitivi U.D.
Literature	UD 1 The Romanticism UD 2 Jane Austen UD 3 Pride and Prejudice

MODULO N. 5	Contenuti cognitivi U.D.
Transportation	UD 1 Transportation UD 2 Land transport UD 3 Water transport UD 4 Air transport UD 5 Pipeline

MODULO N. 6	Contenuti cognitivi U.D.
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Internet

UD 1 The main types of computer
UD 2 Internet revolution