



Istituto Tecnico Statale  
**CARLO CATTANEO - San Miniato (PI)**

# Programma svolto

*Anno Scolastico 2024-25*

<b>Classe e sezione</b>	<b>4AR</b>
<b>Materia</b>	<b>Lingua inglese</b>
<b>Docente</b>	Prof. Angela De Gaetano
<b>Libro di testo adottato</b>	Bettinelli, Galimberti, <i>Career Paths in business</i> , Ed. Lang <a href="http://investopedia.com">investopedia.com</a> <a href="http://bbc.co.uk">bbc.co.uk</a>
<b>Ore di lezione effettuate</b>	98

Per gli obiettivi, le metodologie e le competenze specifiche si fa riferimento al Documento di programmazione disponibile sul sito della scuola.

- **Business organisations:**
  - Sole Trader;
  - Partnership;
  - Public Limited Company - Private limited company
  - Franchising;
  - Cooperatives.
- The 4 Ps: Product, Price, Place, Promotion.
- How to introduce and promote an innovative product.
- Too many influencers: how to choose the right type of advertising in promotion.

- Advertising. The feeling that adverts arise in their audience. How to reach target markets.

English in the workplace.

- A marketer's day.
- Enquiries and replies;
- Orders and replies
- Recording an effective voice note
- Writing examples of enquiries destined to an international fair organisation, asking for: - availability of display area; - amount per sq.mt. and terms of payment; - deadlines; - discounts if any.
- Negotiating.

SWOT Analysis.

Strategic plan to improve a company's market segment or to enact sustainability policies.

A case study: what made Labubu sales so successful. Marketing strategies.

Grammar refreshment:

- **first, second, third conditionals**
- **the passive:** all tenses
- listening comprehension BBC radio 2 breaking news. Selective listening.

---

Gli alunni

*Nome Cognome*

*L'insegnante*

*Prof. Angela De Gaetano*