

PROGRAMMA CONSUNTIVO DOCENTE
Anno scolastico 2018/2019

Classe	5C RIM
Disciplina	Lingua e cultura inglese
Docente	Andrea Colosimo
Data	15.06.2019

MODULI DIDATTICI - CONTENUTI/ABILITÀ/COMPETENZE

Dal libro di testo: Down to Business, Ierace, Grisdale; Loescher.

• Surfing the Net: e-business

- The Internet
- E-commerce
- Using the Internet to help your business
- LinkedIn's startup
- Copyright, privacy and piracy: the ABC of copyright laws

• Advertising

- What is advertising
- What's in a slogan
- Where does advertising come from

• International marketing

- The marketing mix
- World Fair Trade day and the ten principles of Fair Trade
- Small entrepreneurs in Tanzania

• Orders and complaints

- Introducing orders
- Placing orders within the EU (VAT exempt)
- Placing an order
- Customers – what they really want – six secrets of customer service
- How to reply to orders
- Seven steps for resolving customer complaints
- Writing and replying to a letter of complaint
- How can technology improve your order processing

• International trade

- What is International trade

- Incoterms
- The World Trade Organization
- Evolution of a multinational company: Nike
- Defending the consumers' rights: the Brazilian experience

● Literature:

GEORGE ORWELL

“Animal Farm”; “1984”

<https://www.cliffsnotes.com/literature/n/1984/study-help/practice-projects>

<https://youtu.be/h9JIKngJnCU>

http://orwell.ru/library/novels/1984/english/en_app

“1984”: propaganda, manipolazione di massa e Newspeak

Pordenone, 15.06.2019

La docente

Andrea Colosimo