

IISS “CESARE BATTISTI” – VELLETRI (RM) Indirizzo Tecnico Amministrazione Finanza Marketing

A.S. 2023/2024

PROGRAMMA SVOLTO

Classe: 4 B AFM

Docente: Paola Crecco

Materia: Lingua Inglese

Ore di lezione settimanali: 3

Testi e materiali: *Career Paths in Business*, di Barbara Bettinelli, Attilio Galimberti, Pearson.

La docente ha fornito, in aggiunta al libro di testo, risorse didattiche (in formato audio, video, pdf, word).

I Quadrimestre

Business English:

- Business organization
- Business Enterprises and entrepreneurship
- Emerging businesses
- Structures
- Business growth
- Multinational companies
- Marketing objectives
- Marketing process
- Situation analysis
- Marketing strategies
- Marketing mix

II Quadrimestre

- Advertising objectives
- Different types of advertising media
- Digital advertising
- Social media advertising
- Influencer marketing
- Innovative advertising
- Misleading advertising
- Working on a cover letter
- CV

Citizenship: **Workers' Rights**

Velletri, 01/06/2024

La docente
Paola Crecco

