



Programma svolto a. s. 2025 / 26

Classe / Indirizzo: **5^AC Servizi commerciali**

Materia: **Inglese**

Docente: **Carone Filomena**

L'elenco che segue è stato letto dal docente ai delegati della classe

Elenco dei contenuti

Libri di testo : Twenty - thirty ed. Rizzoli languages

CULTURE AND CIVILISATION

The European Union

What is the EU? History. Main steps. The Institutions. The European symbols. The policies. Making decisions in the EU.

A topic about a relevant issue about civilization: Globalisation; British empire; First / second world wars

COMMERCE

Transport and insurance

- Transport in national and international trade.
- Categories of transport : land transport, sea transport, air transport.
- Transport documents.
- Insurance.

Banking and finance

- Classification of banks.
- Banking services.
- Microcredit. Microfinancing.
- Methods of payment: Cash with order. Cash on delivery. Bank transfer. Open account. Bill of exchange. Letter of credit. Documentary collection.
- The Stock Exchange.



From school to work

- The curriculum vitae
- Job interview

Marketing

- What is marketing?
- The marketing mix : product; price; place; promotion.
- Market segmentation.
- The role of market research.
- Traditional marketing methods and digital marketing
- Advertising media and campaigns

Educazione Civica: “ Le istituzioni nazionali, sovranazionali e internazionali”

- The main European institutions
- ONU

Uda multidisciplinare: “Comunicazione e marketing

Conversation class with mother tongue teacher (10 hours): conversation at level A2/B1

Cremona, 03/06/26

Il docente

Filomena Carone