

PROGRAMMA INGLESE QUARTE ITE RIM

Libro di testo Business Expert ed. Pearson

Section 1 UNIT 2 BUSINESS ORGANIZATIONS

Business Organizations

How Businesses grow

Multinationals

Business in the current economic climate

The international organization of a business

Section 1 UNIT 3 BANKING AND FINANCE

Banking services

Online banking

The Stock Exchange

Financial crises

Section 3 UNIT 3 ECONOMICS

Working in a globalized world

A brief history of booms and slumps

The employment crisis

Section 1 UNIT 4 THE MARKET AND MARKETING

Vocabulary

What is marketing

Market research

E-marketing

Market position: SWOT analysis

Case Study: Organizing Market research

Reading the press: Email marketing: think inside the new inbox

Reading the press: Plenty to gain from internet marketing

Section 1 UNIT 5 THE MARKETING MIX

The four Ps: Product, Price, Place, Promotion

Social media advertising

AIDA

Readings: Shopping online – why do some people pay more than others

Cross cultural marketing blunders