

## **PROGRAMMA INGLESE QUARTE ITE RIM**

### **BUSINESS ORGANIZATIONS**

Business Organizations

How Businesses grow

Multinationals

Business in the current economic climate

The international organization of a business

### **BANKING AND FINANCE**

Banking services

Online banking

The Stock Exchange

Financial crises

### **ECONOMICS**

Working in a globalized world

A brief history of booms and slumps

The employment crisis

### **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

**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