



Luigi Einaudi



Pistoia

Istituto Professionale di Stato per i Servizi Commerciali e Socio-Sanitari



Istituto certificato per la Qualità
ISO/UNI EN ISO 9001:2015 Cert. n. IT04/1286 - Progettazione ed
erogazione di servizi di formazione e di orientamento - Settore EA:37

Agenzia Formativa accreditata da Regione
Toscana con codice di accreditamento n. IS0086

DIPARTIMENTO DI LINGUA INGLESE
Programma PER STUDENTI PRIVATISTI
2024-25

MATERIA *Lingua inglese*

CLASSE 5 servizi commerciali

LIBRI DI TESTO ADOTTATI: *New Identity b1 to b1*, Oxford University Press.; *2030, English for responsible business*; Rizzoli.

Grammatica: Zero, first, second, third conditional; reported speech

Microlingua: Marketing

business plans
identifying consumers' needs and wants
defining the purpose of SWOT analysis
the marketing mix
market segmentation
the role of market research
dealing with marketing factors
choosing social media marketing services
persuasion strategies
marketing strategies and techniques
green marketing
advertising media
choosing the right advertising media

Banking and finance

Banks
Banking services
Microcredit
Comparing banking services
Methods of payment
the stock Exchange

Business transactions:

writing offers, orders, placing orders, replying to an order, shipping goods and documents, writing and replying to complaints, reminders, first, second and third reminder.

Approfondimenti:

Cultura:

English and American economy
The Great depression
The Wall Street Crash